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American Builder

DECEMBER 1959 • 75¢

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to use
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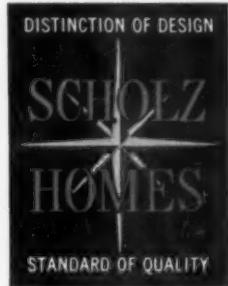
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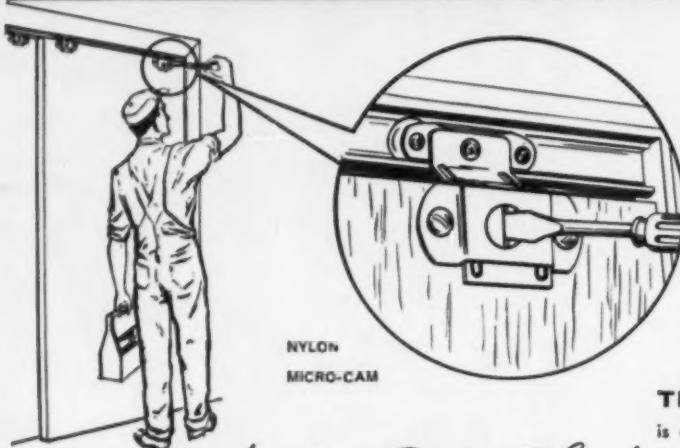
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Sterling

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HARDWARE

NOW has the revolutionary **MICRO-CAM HANGER** **FOR SLIDING DOORS**

THE FIRST AND ONLY LOW COST SLIDING DOOR HANGERS TO
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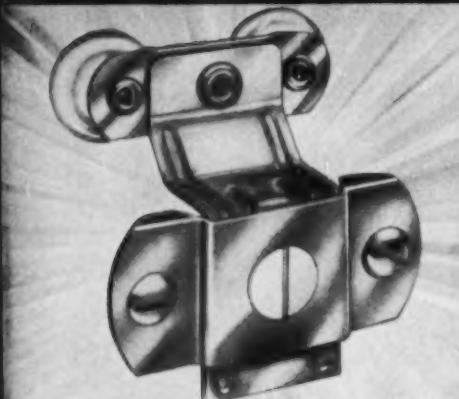


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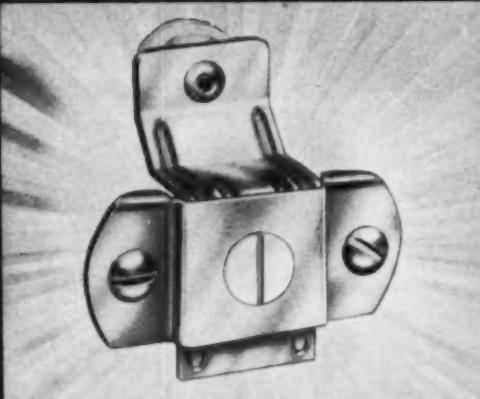
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Nylon wheels have oiled-for-life bronze bearings. MICRO-CAM is made of sturdy nylon.

FULLY COVERED BY PATENTS PENDING



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Nylon wheels have oiled-for-life bronze bearings. MICRO-CAM is made of sturdy nylon.

Send for complete catalog today!

John Sterling Corporation

RICHMOND, ILLINOIS

America is the land
Building is the business
This is the magazine of opportunity

WESTERN EDITION

THE Opportunity PAGE



You can almost hear the wheels spin

in the heads of these distinguished building pros. (We tell you who they are on p. 65.) They're hard at work judging AMERICAN BUILDER's Best Model Homes contest—boiling 250 entries down to 36 prize and honorable mention winners.

Result of all this boiling down? Now *you* can see the cream of U.S. model homes with very little time and effort on your own part (see p. 66).

A picture of what happened when Technical Editor Joe Ferche brought back his roundup of plywood components would tell the same story. Stacks of pictures. Reams of notes. Concentrated boiling down and boiling down—until, beginning on p. 86, you can see at a glance what's going on right now in components.

We call AMERICAN BUILDER a **Time-Saver** magazine. But we've made this a special year-end time-saver issue—in view of the mountain of mail and holidays in the offing. Speaking of which . . .

Merry Christmas!

Arthur J. McGinnis
Publisher

"The writer does the most who gives his reader the most knowledge and takes from him the least time"
—STANLEY SMITH

Time-Saver

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Name registered in U.S. patent office and Canadian register of trademarks.

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R Removability

makes the big difference

Modern windows, like the modern tractor-trailer unit, are *removable*. With sash out, builders install the lightened units in half the time—with half the labor—required for ordinary units.

Job site damage and delays are almost entirely eliminated. Painting time is shortened, too, by cutting-in sash separately on easel or bench.



R-O-W and LIF-T-LOX are the registered trade-marks of the R-O-W Sales Company



Buyers prefer homes with modern, removable R-O-W Wood Windows—now balanced with the exclusive LIF-T-LOX mechanism which permits instant sash removal.

NAHB SHOW

Booth 104

Conrad Hilton

*

Booth 538

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R-O-W SALES COMPANY • 1301-12 ACADEMY • FERNDALE 20, MICHIGAN

AMERICAN BUILDER

NOBODY COVERS AMERICAN BUILDING LIKE AMERICAN BUILDER

READER'S Guide FOR DECEMBER 1959

← PLANNING → BUYING → BUILDING → SELLING →



Cover story: time-saving plywood components are gaining wider acceptance in home building. And they may revolutionize the industry (see p. 86).

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KILN-DRIED LUMBER**

Kiln-drying or "controlled seasoning" gives lumber increased bending strength, vertical strength, stiffness, and hardness. Because of these increased strength properties, kiln-dried lumber holds nails more securely, adds strength to the framing, and substantially reduces movement in the finished structure. These advantages keep maintenance at a minimum, resulting in greater satisfaction to the owners.

Scientific kiln-drying, as used in Weyerhaeuser quality control methods, firms the "patterning" of wood cells, brings the excess natural moistures of wood down to optimum levels, thus preparing lumber for best results in its final uses.

You'll find there are actual savings when you build with Weyerhaeuser 4-Square Kiln-dried Lumber. It is easier working, gives you fewer "callbacks," and results in a building you can point to with pride.



Weyerhaeuser **4-SQUARE®**

LUMBER AND BUILDING PRODUCTS



**Kiln-drying
offers outstanding advantages**

Dimensional Stability—Scientific seasoning before milling to size promotes a more uniform degree of dimensional stability in lumber. Weyerhaeuser 4-Square Kiln-dried Lumber is thus better able to resist possible dimensional changes.

Finish and Workability—Through kiln-drying, the cells and fibers of wood become more evenly spaced and more compact, which improves the workability of the lumber. Kiln-dried lumber welcomes all types of finishes and serves to prolong their protective life.

Strength and Durability—The kiln-drying process adds the *inherent* strength in lumber to its natural strength and stabilizes its cellular composition, so that it easily meets structural requirements for both strength and durability.

Ask your Weyerhaeuser 4-Square Lumber Dealer for full information on the choice of species and complete line of kiln-dried lumber he carries . . . dimension, board, finish lumber, paneling, and specialty lumber products. Or write:



Weyerhaeuser Sales Company
FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

AMERICAN BUILDER

"The better you buy—the better you build—the better you sell"®

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BUILD WITH

Living Color



SURFACE WITH

Pionite

LIFETIME
LAMINATES

What a difference Pionite living colors make in a kitchen, bathroom, or any surfacing application. Keyed to home fashion trends, these exciting hues will please every style-conscious customer.

With a wide variety of woodgrains, patterns, and solids to choose from, you can color-plan homes that will serve as lifetime advertisements for you.

Now in use in more than 9,000,000 homes, quality-controlled Pionite high pressure plastic laminates exceed NEMA standards, withstand cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to handle and fabricate, can be installed more quickly, saving time, labor, and money.

PIONEER PLASTICS CORPORATION, Sanford, Maine • Los Angeles, Calif.

PIONITE in standard $\frac{1}{16}$ " and post-forming grade .051 comes in convenient-to-use sizes:

Width 24" — lengths 96", 120"

Width 30" — lengths 48", 60", 72", 84", 96", 120"

Width 36" — lengths 60", 72", 96", 120"

Width 48" — lengths 96", 120"

GLAMOR-BOARD, a $\frac{1}{8}$ " plastic surface hardboard, comes in the following sizes: 3' x 8', 4' x 8', 3' x 10', and 42" x 10', or cut to size.

PIONEER PLASTICS CORP.
Sanford, Maine

AB12-9

Please send me 8-page full-color brochure. Include chips of woodgrains, decorative patterns, and solid colors.

Name _____

Address _____

City _____ Zone _____ State _____



CONSTRUCTION Ideas in Action

**A knee-wall truss cuts costs on this Cape Cod**

A truss saves construction costs, and the story-and-a-half plan saves space costs. Hebb & Narodick Construction Co. of West Seattle, Wash., have combined the two economies by

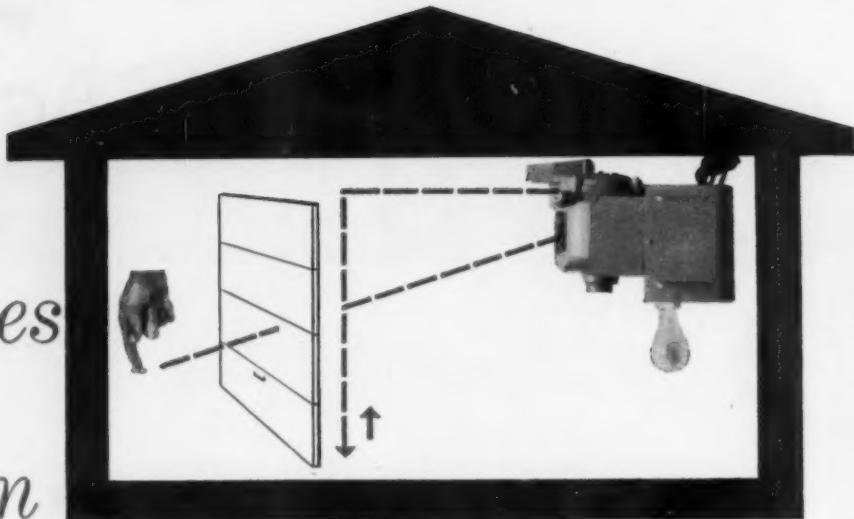
means of the knee-wall truss. (above, right). Result is this attractive Cape Cod cottage. The house offers four bedrooms and two baths, 1,200 sq. ft. of space, and a garage—all for \$14,650.



CROSS SECTION shows low-cost space made available on the second floor by knee-wall trusses. House is built entirely of standard LuReCo components.

FLOOR PLAN is simple and compact. Note excellent grouping of plumbing, made possible by placing utility room on the second floor, backing it up to the bathroom.

*make
your
garages
truly
modern*



Delco-matically...

*and
make
more
profit
from
every
one!*



**DELCO
PRODUCTS**

Division of General Motors
Dept. AB-129, Dayton 1, Ohio

Please send more information on Delco-matic Garage Door Operators.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

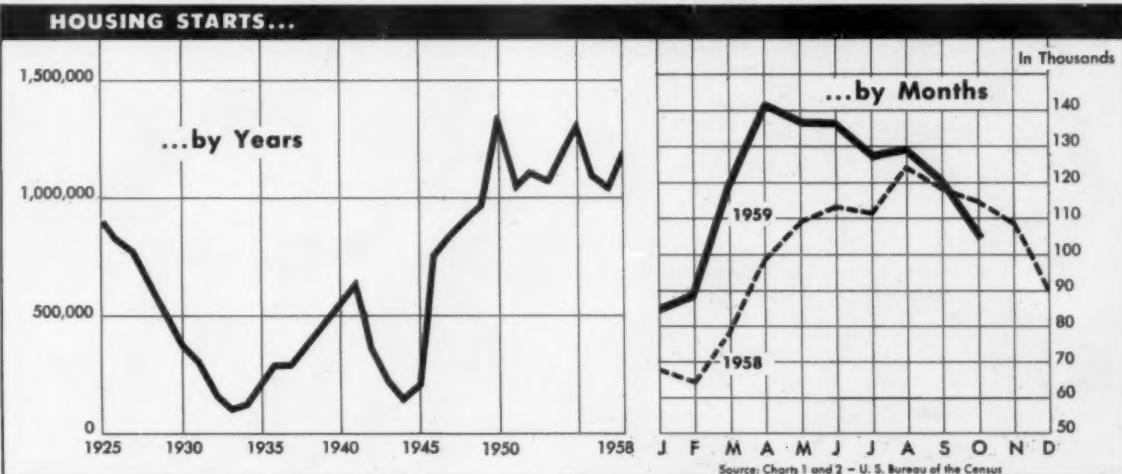
"*Thar's new gold in them thar deals*" . . . and you'll sell more homes faster by featuring the most modern built-in convenience on the market: the all-new, all-transistor Delco-matic Garage Door Operator! Three and one-half years of testing—including a nationwide 500-home use-test—thoroughly demonstrated the all-condition efficiency of the Delco-matic to the satisfaction of General Motors' electronics specialists, the same experts who design and develop transistors for missiles, computers and pocket-portable radios. See for yourself what Delco-matic can do for your profits. Clip the coupon or call your local Delco-matic representative today for full details.

Delco-matic Garage Door Operators are sold and installed by Crawford Door Company and authorized Delco-matic distributors. Warranted and serviced by United Motors Service electronics service dealers.



Delco-matic / DELCO PRODUCTS

THE Pulse OF BUILDING



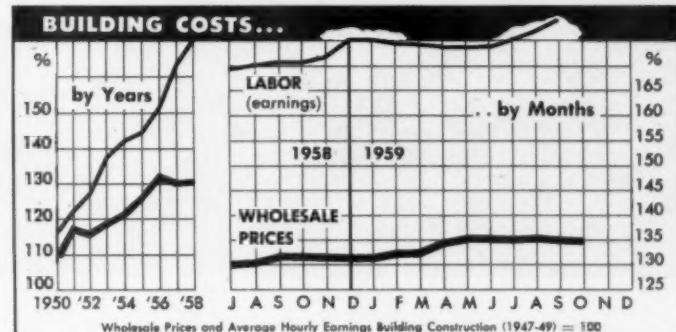
Seasonal rate stays above 1958 level; FHA new home applications are stable

The seasonally adjusted annual rate of starts (for October) is still above that of last year—1,180,000 compared to 1,125,000. However, an anticipated drop in monthly starts has taken place. There are several factors involved. The steel strike has taken its toll in the multi-family category and also contributed to a cautionary attitude on the part of one-family home builders as steel shortages resulted in job lay-offs. Secondly, the tight-money problem continues to be a deterring factor.

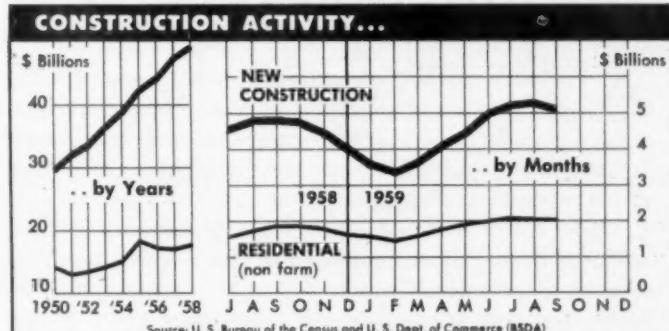
There's a brighter note on the horizon, however. FHA new-home applications—which had dropped off in July and August—stabilized in September and October. Changes in application figures are usually reflected in starts figures within two or three months.

FHA ACTIVITY			% Change Jan.-Oct. 1958-1959
New Homes	Oct. 1959	Oct. 1958	
Starts	25,200	31,625	+19.1
Applications	24,065	31,817	+13.2

1 A MORE THAN SEASONAL DECLINE—to 105,100—was registered by October starts. This put the seasonally adjusted annual rate at 1,180,000. Of the October starts, 102,100 were for private units.



2 LABOR EARNINGS, which had remained at a relatively stable point earlier this year, took an anticipated sharp upswing in August and September. Wholesale prices continue at a near-constant figure.



3 SLIGHT DECREASES in both total new construction and residential construction occurred in September over August. (October figures had not been released as AMERICAN BUILDER went to press.)

FOR COMFORT UNDERFOOT



Homes built on concrete slab need the warmth and resilience of OAK FLOORS

A CONCRETE slab with a composition floor covering is cold, hard, uncomfortable and unhealthy. In residential construction, it can be a barrier to sales, a cause of buyer complaint and dissatisfaction.

You can overcome these objections by installing Strip Oak Flooring nailed to screeds laid in mastic on the slab. Oak's high insulating quality keeps out slab chill. Its natural resilience provides restful comfort underfoot. And the beauty and durability of Oak Floors make them preferred over all other types. The screeds-in-mastic method of installing Oak Floors over slabs is easy, fast and inexpensive. Try it in your slab-on-ground homes for greater sales appeal.



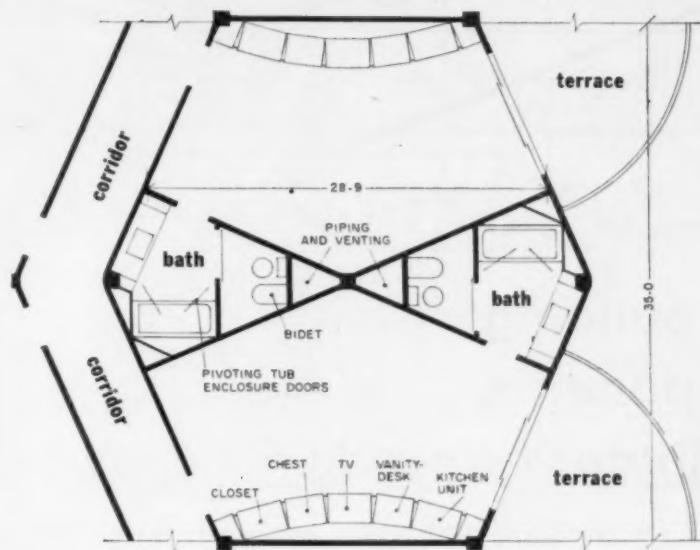
Write for free Installation Manual.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
844 Sterick Building • Memphis 3, Tenn.



*Install Strip Oak Flooring over concrete
this fast, low-cost way.*

Tomorrow's HOUSE



NEW CONCEPT in motel-hotel room design was introduced at the recent National Hotel Exposition, held in New York City. As shown at left, the new-style room is approximately the same size as today's average motel room. However, its wall angles make it appear larger. Also, its odd shape leaves ample free space which can be used to carry air ducts and plumbing, etc.

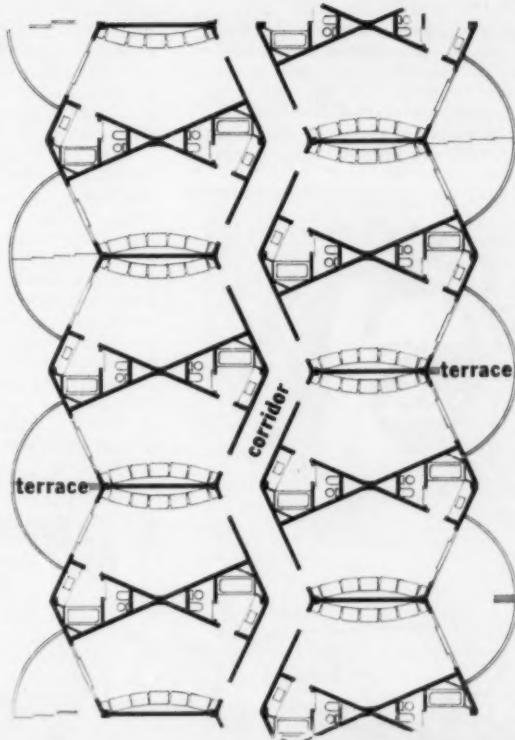
Honeycomb floor plan offers some new angles on planning motel-hotel rooms

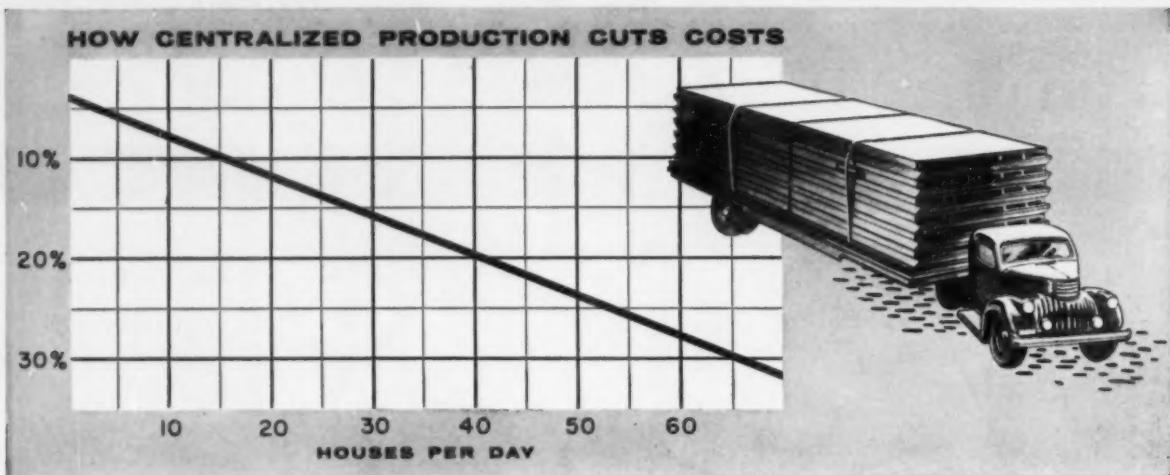
When leaders of the motel-hotel business commissioned designer Tom Lee to plan a new room for the 1960s, he broke with tradition. He reshaped two rectangular rooms into a pentagon plan similar to a honeycomb cell. The result is said to be visually and psychologically more interesting than conventional rooms—an important feature for the hotly competitive motel business.

The variety of wall angles allows greater flexibility of furniture arrangement. But standard materials and furniture can be used in the rooms. Only exception is the radial floor-to-ceiling cabinetry (by the Simmons Co.).

Among the other advantages of this type of room plan—especially when placed over a conventional rectangular foundation—are the terrace-patios which are naturally formed where the narrow ends of the rooms meet. And, the zigzagging corridors eliminate the institutional quality of long halls punctuated by identical doorways.

NEW ROOM PLAN forms a zig-zag corridor. This will ease the institutionlike monotony of long, straight hallways.





Centralized building of P-B Components by the distributor cuts costs for everybody

To the Builder—large or small—this means a saving of about 15% on wall, floor, ceiling, roof and gable components. Yet you are not limited to type or size of house—any plan can be quickly detailed for P-B Components.

You buy your Precision-Built House Components through your retail lumber dealer. The components come direct to the building site. You give the home buyer a top-quality, custom-built house—two to four months sooner than by conventional methods. You maintain a far smaller staff of skilled laborers. You invest no money in expensive equipment. You are fully equipped to compete profit-

ably with every type of prefabricated housing.

Precision-Building of custom-built house components—centralized with the distributor of building materials—is the final development in 24 years of pioneering experience by Homasote Company. Many millions of dollars of homes have now been Precision-Built—from individual homes up to communities of 500 and even 5,000 houses. Centralizing at the distributor's level is fully supported by all the economies of both materials costs and handling operations, borne out by all our 24 years' experience.

First, think of all the handling and rehandling costs if materials go to the distributor, then to the dealer, then to you. Next consider the volume discounts the distributor earns—which are not available to the dealer or builder buying in lesser quantities. Now study the chart above and note how rapidly the distributor's costs come down when he does centralized fabricating for a group of dealers and builders. Suddenly there are lowered costs and/or extra profits for everybody in the picture. You have the economies of mass production combined with the flexibility of individual design.

Your walls and partitions are not of some limited arbitrary length or width,

but room-size—with either exterior finish or sheathing applied and with the interior finish applied. They can even be wired for electricity. Floor components are built mainly 8-feet in width and of the length needed; the underflooring is insulated and the factory-finished flooring already in place. Ceiling components have the ceiling material already in place. Roof and gable components have the sheathing already in place.

Precision-Built House Components are completely flexible as they are based on the *Bemis four-inch module*. This four-inch control is the greatest cost-cutter yet developed. Instead of 192 units to a foot when working with $\frac{1}{16}$ " there are only three units to the foot. With this type of simplification many useful charts and tables can be devised that speed up operations—also mistakes are eliminated because of the control. The four-inch control simplifies shop procedures and eliminates the necessity of stopping every few minutes to measure in the field.

The idea of buying house components is not new. But the centralized fabrication of Homasote Precision-Built House Components is new and sound and a powerful new building and selling tool for every builder—large or small. Spend the time to get the facts. Write or wire Dept. M-5.

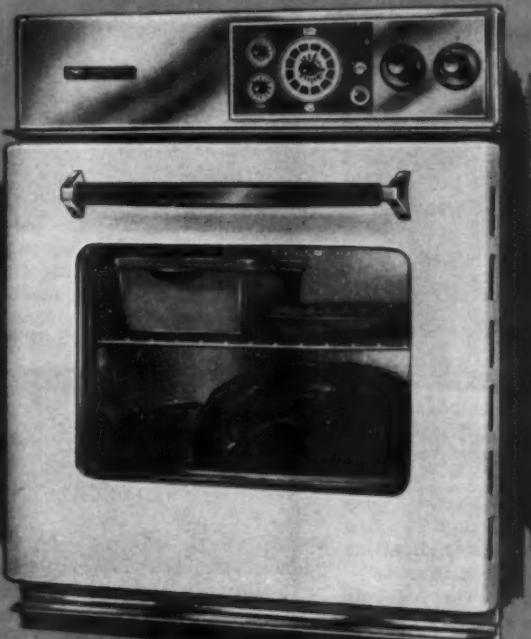
HOMASOTE COMPANY • TRENTON 3, NEW JERSEY
Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.



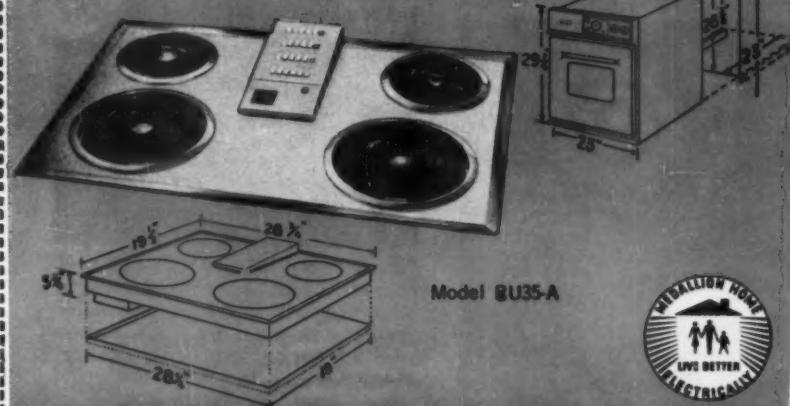
Get ALL the facts before you specify any appliance

NEW BUILT-INS SAVE SPACE, CUT INSTALLATION COSTS

-----TEAR OFF HERE-----



Model RJ35-A



Model BU35-A



WHEN YOU BUILD IN HOTPOINT YOU BUILD IN PUBLIC PREFERENCE

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS • DISPOSALS®
WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

Hotpoint

PRODUCT FACTS

TEAR OUT AND SAVE FOR
FUTURE REFERENCE

New Oven Fits in 24" Cabinet Width, Has New Lift-Off Door For Easier Cleaning

Hotpoint's new oven saves you money three ways. First, you add deluxe sales appeal to your kitchen at a moderate cost. Second, the oven fits into a 24" cabinet, yet offers capacity comparable to other brands which demand a 27" or larger cabinet — you save on cabinet costs and add extra living space. And Hotpoint's new up-front terminal block means quicker installation.

Surface Section Has Integral Pushbuttons, Fits 30" Cabinet

Now you can offer the pushbutton convenience of Calrod® Recipe Heat units in a standard 30" cabinet. One installation takes care of everything — there's no separate control panel to mount and wire. Can be installed with control panel in front or in rear. Hotpoint's squared mounting frame and quick connections reduce cut-out and installation time.

Available in Sunburst Yellow, Turquoise, Coral Pink, Copper Brown, Satin Metallic Finish, and Classic White.

BE SURE YOU GET ALL THE FACTS

To receive copies of all the Hotpoint Product Facts series write today to:

Builder Sales Department
Hotpoint
212 North Vignes Street
Los Angeles 24, California
Attn.: Mr. Arthur Phillips

Your Name _____

Your Company _____

Address _____

City _____

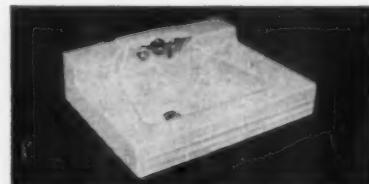
State _____

A Complete Line...one of the reasons why RHEEM-RICHMOND is

The Fastest Growing Name in Plumbing Fixtures



The completeness of the RHEEM-RICHMOND line means not only the inclusion of every category: from residential through schools, hospitals and prisons, to commercial and industrial installations. It means also an exceptional choice within each category.

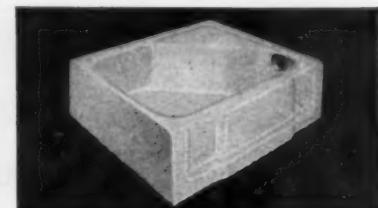


Take lavatories for the home as an example . . . the four shown in this column are but a few of those available, all of top RHEEM-RICHMOND quality, all in seven matched colors plus "whiter-white." They include spectacular new additions, such as the "Futura" pictured just above.

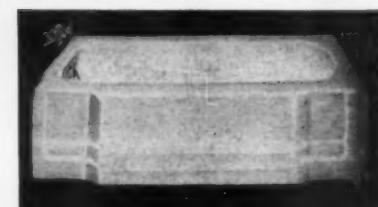


Or consider closet combinations. Two are shown here. The line includes many, many more for every type of installation.

This category is an especially good illustration of price range. The new RHEEM-RICHMOND closet combination shown just above—the "LaCrosse"—is actually priced in the economy class yet it makes a luxury appearance, with its modern lines and with any of RHEEM-RICHMOND's perfectly matched colors (or "whiter-white.")



Today, residential tubs are a good guide to advanced styling and completeness of line. The model illustrated just above is a modern square tub, RHEEM-RICHMOND's "Pompeii."



Here RHEEM-RICHMOND presents the beautiful "Breslin" in the regular 16" height. The "Breslin" is also available in 14" height. Again there are many, many more in a broad range of colors, sizes and styles.



Laundry and kitchen sinks, too, of course . . . anything you can name in plumbing fixtures. Make your choice from the truly *complete* line, and be sure of RHEEM-RICHMOND quality. Write for literature.



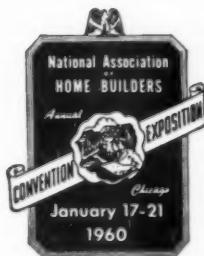
RICHMOND®

PLUMBING FIXTURES DIVISION

Rheem Manufacturing Company, Metuchen, New Jersey



Time is running out...



Register now for the 16th Annual NAHB Convention and Exposition! It's the smartest investment you can make in new building ideas. An anticipated 35,000 people in the trade will see more than 800 exhibit spaces in the Hilton and Sherman Hotels and the Chicago Coliseum. Plan to come . . . it's the "world series" of building!

January 17-21. Registration fee: \$15 for men, \$10 for ladies. Hotel reservations will be made for you when you pre-register through your local NAHB association, or write to the address below. Registration fee, business classification information and date of arrival in Chicago must accompany your advance registration and hotel reservation request.

NATIONAL ASSOCIATION OF HOME BUILDERS

Convention and Exposition Headquarters
140 South Dearborn Street, Chicago 3, Illinois



"Love the luster of
our Craftwall. I'm glad
we didn't fall for
'bargain' paneling."



Roddis

CRAFTWALL

genuine wood paneling is "forever"

Its beauty is guaranteed for the life of the home

The difference in cost is only "pennies" a year! All wood paneling is not alike! Builders know that. And so will your home buyers when they see this Craftwall advertisement in *Better Homes and Gardens*. It helps point up the superiority of this famous wood paneling in your homes. Superiority that helps sell your prospects — and builds good will and stature for you.

Craftwall's special beauty and authentic hand-rubbed look are protected by an exclusive Roddis finish for maximum durability. That's why Craftwall resists scuffs, stains and dirt . . . never needs waxing.

All 9 Craftwall woods will keep their original beauty for the lifetime of your homes. Roddis guarantees that, *in writing*. Send coupon for free Builders' Craftwall File.

Roddis
does
wonderful things
with wood

Roddis Plywood Corp., Dept. AB-129, Marshfield, Wisconsin

Please send me the Builders' Fact File on Craftwall wood paneling.

Name _____

Firm _____

Address _____

City _____ State _____

Universal...the quality built-in now in gas or electric!



New styling...new versatility...famous for quality for nearly 4 generations

New Universal built-in gas ranges—only Universal offers such a wide choice of customized arrangements . . . 14 new two-burner, four-burner and griddle surface cooking units; five new oven-broiler units. Famous "air-conditioned" oven, smokeproof broiling, "obedient burner" top cooking.

New Universal built-in electric ranges—versatile surface cooking units can be installed for either front or rear control location. Hinged, flip-up "Quick-heat" element design permits easy, fast cleaning of spill-overs. Each element has exclusive "on" indicator. Choose from two double oven, two single oven models.



Now gas and electric units are interchangeable!

Gas and electric ovens and surface cooking units are fully interchangeable . . . all are drop-in units that fit standard cabinets. Available in your choice of five beautiful decorator colors: canary yellow, petal pink, turquoise green or copper-tone porcelain and satin-finished chrome.

Advertised in leading national magazines

UNIVERSAL

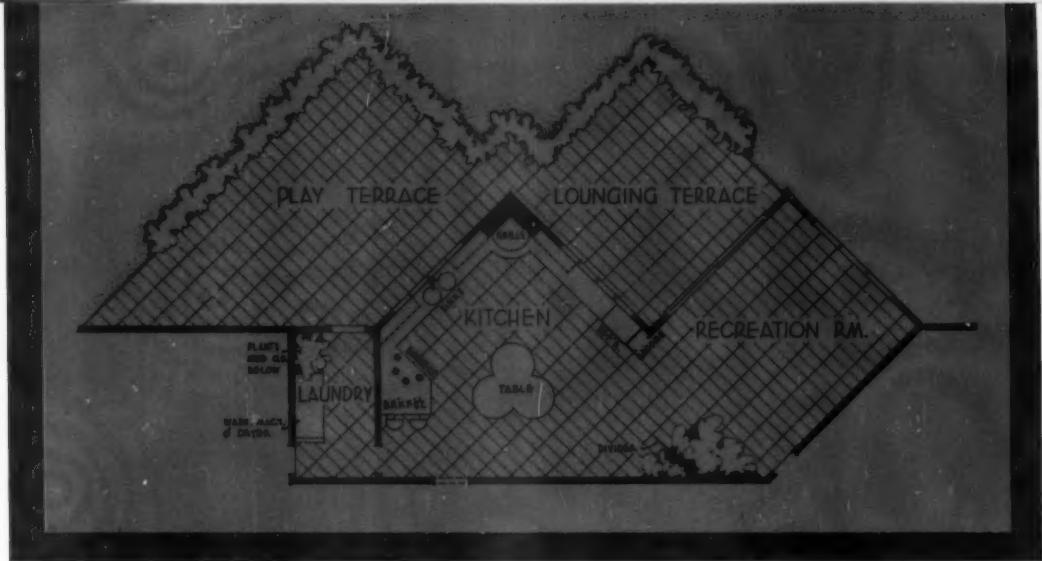
BUILT-IN GAS AND ELECTRIC RANGES

See your Cribben and Sexton representative or contact Cribben and Sexton Company,
a subsidiary of the Waste King Corporation, 700 N. Sacramento Blvd., Chicago 12, Ill. Phone VAn Buren 6-4600



Universal
Free-Standing
Gas Ranges

Famous for 87 years
as the greatest value
in quality ranges.
Available in 21", 30",
36" and 40" models.



We are proud to present Herman York's 1960 Ceramic Tile Idea Kitchen Design—and some of his ideas of how Ceramic Tile lends itself to producing highly saleable homes.

We hope these fully developed plans—created by an acknowledged leader in the design of fine tract homes—will give you ideas for appealing to the important quality-conscious home buyer and remodeler.

TILE COUNCIL OF AMERICA, INC.

1960 CERAMIC TILE IDEA KITCHEN

created by HERMAN YORK, A.I.A.





the magic of **CERAMIC TILE...**

inspired Herman York, A.I.A., to create this charming, workable 1960 Idea Kitchen. He used it with high style as a

surfacing for the walls, floor, countertops and drainboards.

Herman York's choice of Ceramic Tile, with its unique styling, practical nature and its lasting value, speaks for his belief in quality materials for quality homes.

Ceramic Tile is the first choice for today's smartest homes. It has built-in, lasting beauty, and fired-in colors which reflect the realistic thought that homes must be decorative, as well as carefree.



Here's why Ceramic Tile will appeal to sales prospects:
IT'S WATERPROOF—water and dampness won't buckle or warp it.

IT'S FIREPROOF—fire, smoke and grease won't harm it.

IT'S DENTPROOF—heavy use, rough wear can't mar it.

IT'S STAINPROOF—highly resistant to household stains.

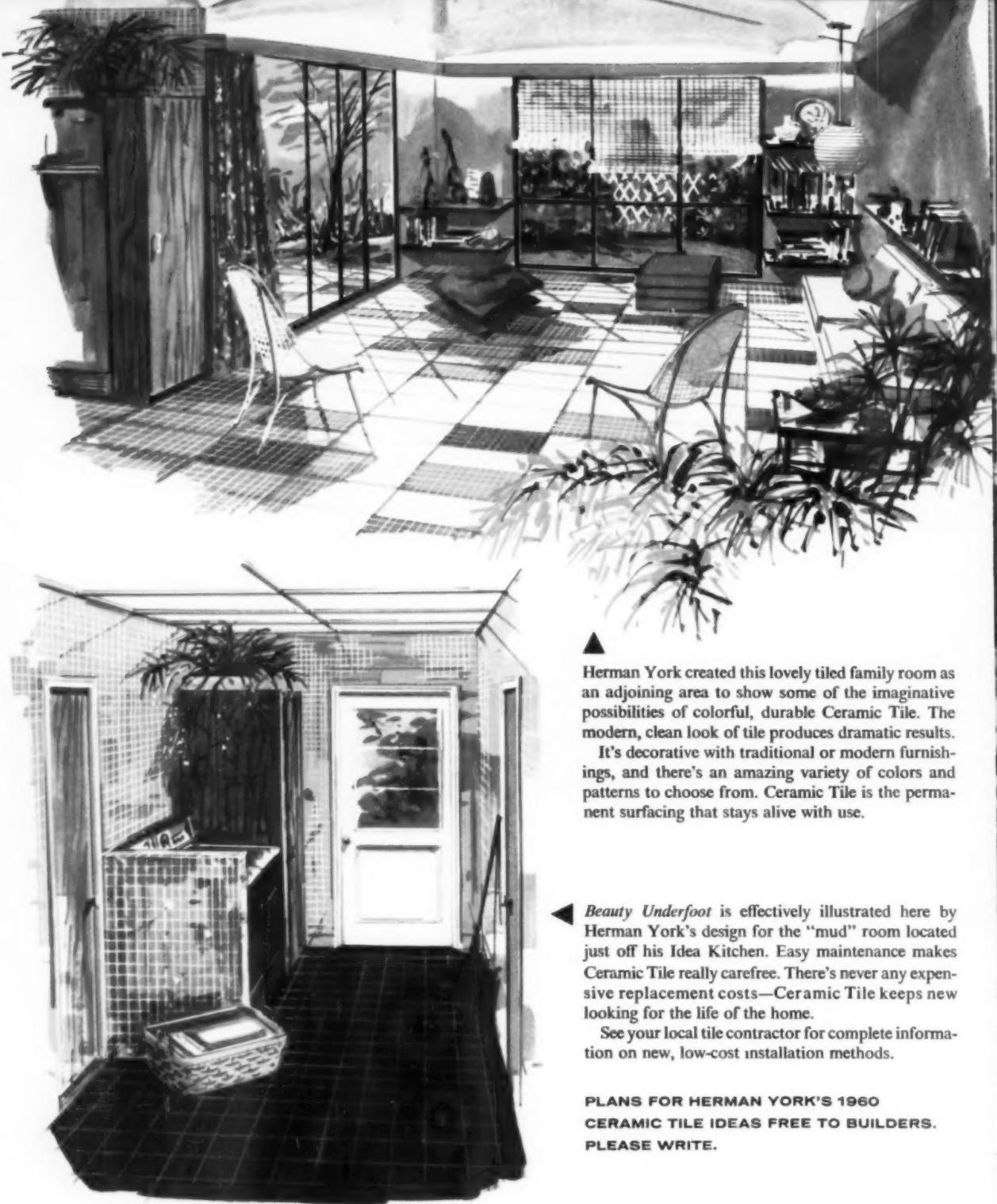
IT'S SCARPROOF—cutting can't scratch it.

These multiple benefits make Ceramic Tile the biggest boon to modern living. Beautiful and rugged, it's suitable for any room; it teams up with any contrasting material.

Homeowners everywhere are presold on Ceramic Tile. It has quick-selling, built-in "buy appeal" for any of your remodeling or new construction projects.

Plans for Herman York's 1960 Idea Kitchen FREE to builders.

(See Back Cover for address.)



Herman York created this lovely tiled family room as an adjoining area to show some of the imaginative possibilities of colorful, durable Ceramic Tile. The modern, clean look of tile produces dramatic results.

It's decorative with traditional or modern furnishings, and there's an amazing variety of colors and patterns to choose from. Ceramic Tile is the permanent surfacing that stays alive with use.

► *Beauty Underfoot* is effectively illustrated here by Herman York's design for the "mud" room located just off his Idea Kitchen. Easy maintenance makes Ceramic Tile really carefree. There's never any expensive replacement costs—Ceramic Tile keeps new looking for the life of the home.

See your local tile contractor for complete information on new, low-cost installation methods.

**PLANS FOR HERMAN YORK'S 1960
CERAMIC TILE IDEAS FREE TO BUILDERS.
PLEASE WRITE.**

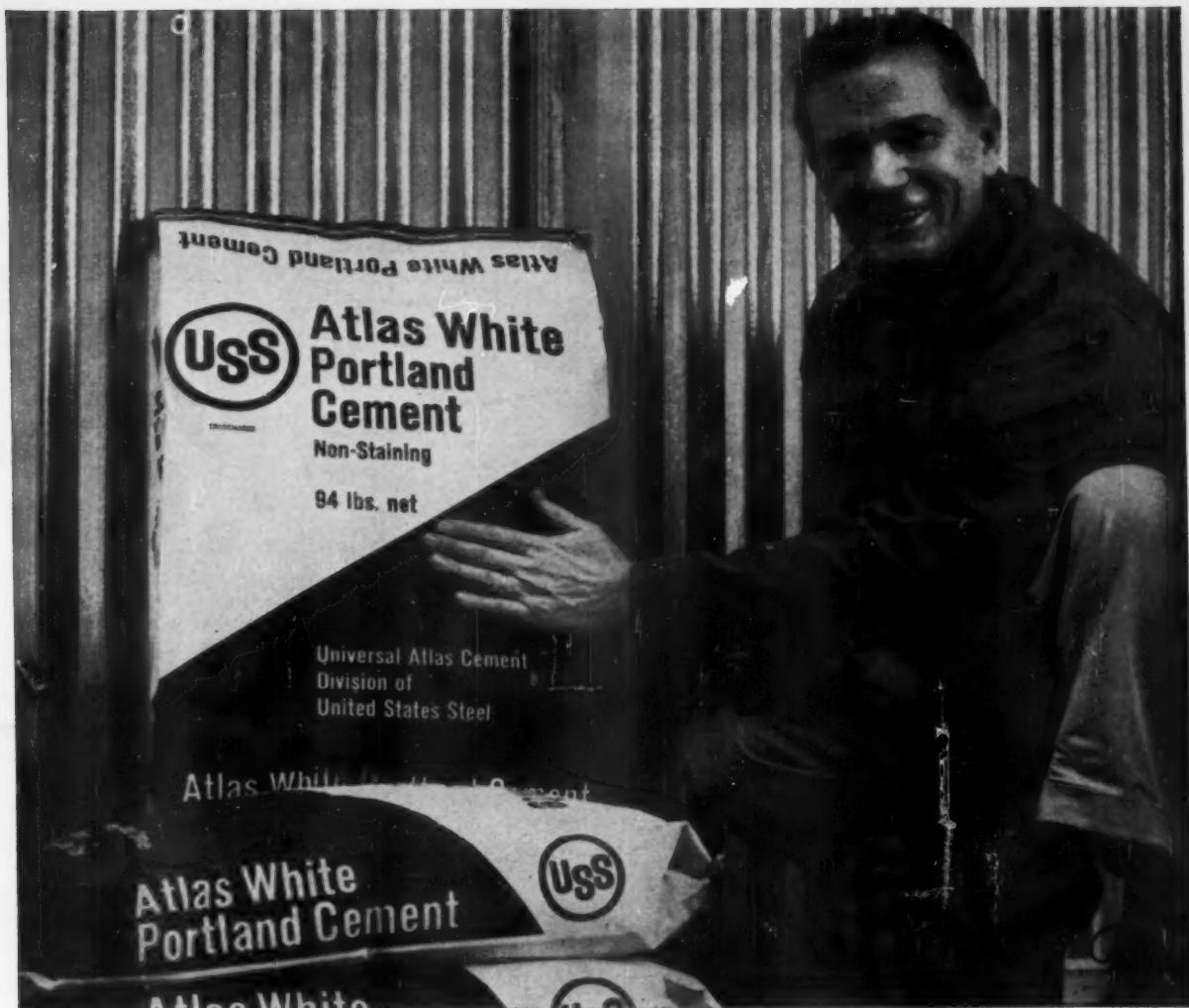
THE MODERN STYLE IS...

TILE COUNCIL OF AMERICA, INC. 800 Second Avenue, New York 17, N. Y. • 727 West 7th Street, Los Angeles, California • 5738 N. Central Expressway, Dallas, Texas.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Co. • Gladding, McBean & Co. • Jackson Tile Mfg. Co. • Jordan Tile Mfg. Co. • Lone Star Ceramics Co. • Monarch Tile Mfg., Inc. • Mosaic Tile Co., Inc. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Ocean Tile Co. • Oxford Tile Company • Pacific Tile & Porcelain Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Sparta Ceramic Co. • Styron Corporation • Styron Southern Corporation • Summitville Tiles, Inc. • Texeramics, Inc. • United States Ceramic Tile Co. • Wenczel Tile Co. • Winburn Tile Mfg. Co.

**CERAMIC
tile**

When the job calls for white portland cement . . .



Specify Atlas White . . . the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments . . . in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too . . . a must in mortar mixes for backing, setting and pointing limestone units . . . and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.

"USS" AND "ATLAS" ARE REGISTERED TRADEMARKS



**Universal Atlas Cement
Division of
United States Steel**

WG-2

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

**MORE USABLE SPACE—MORE SALES APPEAL
with both front and backwall “OVERHEAD DOOR”**



"Convertible-Garage-Room" sells home buyers with extra living space they want and need

It's new—and it offers the extra living space home buyers want. It's the new "Convertible-Garage-Room"—a garage that converts in seconds to livable space. All it takes is a second "OVERHEAD DOOR" to replace the blank backwall and open the garage to a light, inviting area for living.

Recent surveys, including one by United States Interviewing Corporation, show 70% of home buyers want and need the extra space this room can offer when temporarily converted to

a sheltered patio, a hobby center or a play pavilion for the children.

Surveys also reveal 56% will pay \$400 and more for this extra space. Yet, you can offer it for virtually no extra cost. Materials and labor saved in the backwall make up most of the cost of the second door. The cost is also covered by increased evaluations. Builders all over the country report evaluations by FHA and other financing agencies as high as 11% over a conventional garage.

HERE'S HOW ONE BUILDER COMPARES MATERIAL and LABOR SAVINGS...savings that can be subtracted from the cost of the second "OVERHEAD DOOR"

FRAME	BRICK
Each window (approx.)	\$24
Service door, header, framing, hardware and labor	28
Amount saved in siding, studs, sheathing and labor (minus cost of header)	26
Block footer and labor	9
Any inside finish	19
GROSS SAVING \$106	
Windows (same as frame) \$24	
Door (same as frame) 28	
16 x 7 area in brick minus header 85	
Block, footer and plaster 28	
GROSS SAVING \$165	



THE
"OVERHEAD DOOR"
TRADE MARK
made only by

OVERHEAD DOOR CORPORATION
originators and perfectors of upward-acting sectional doors

GENERAL HEADQUARTERS:
Hartford City, Indiana

MANUFACTURING DISTRIBUTORS:
Cortland, N.Y.; Hillside, N.J.;
Lewistown, Pa.; Nashua, N.H.

MANUFACTURING DIVISIONS:

Dallas, Texas;
Portland, Oregon
In Canada:
Oakville, Ontario
sold and installed only by your
"OVERHEAD DOOR"
distributor. Look for his name
in the white pages under
"OVERHEAD DOOR."



WRITE TODAY FOR MORE INFORMATION

Let us give you all the facts on
this sales-appealing idea including
building plans and complete
advertising-sales promotion material.



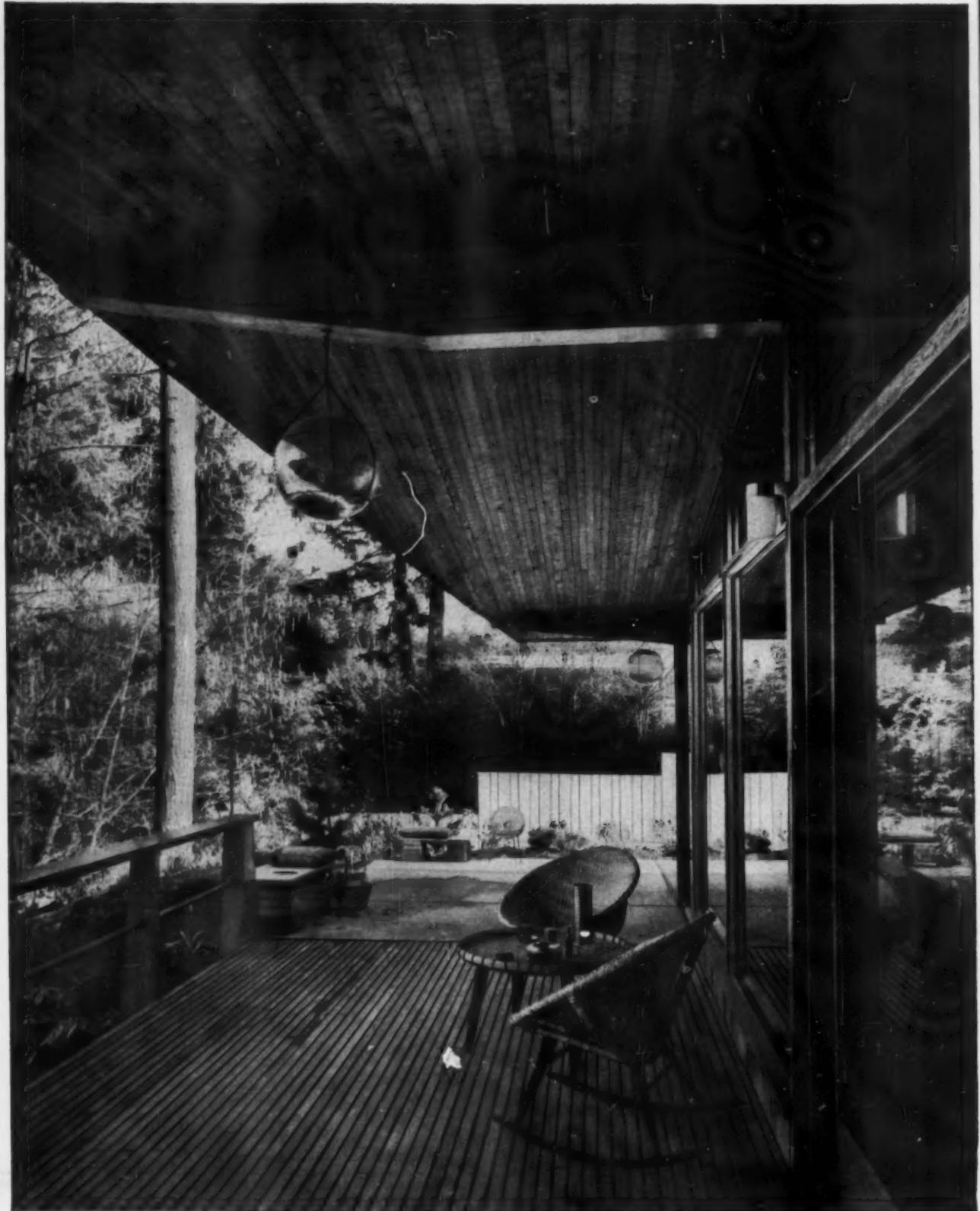
Overhead Door Corporation, Dept. CG-RAB
Hartford City, Indiana
Show me how your "Convertible-Garage-Room"
will help me sell houses.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Deep overhang and generous deck of 2x4s on edge add strong design element to this Oregon home, provide sheltered all-weather outdoor living area for family. Van Evera Bailey, architect.

For homes with an added dimension for living . . . outdoors

built of WOOD means built to sell



Living just naturally gravitates to the patio under this lanai of basic framing members. Handsome ventilated board fence assures privacy for this expanded outdoor "room," without eliminating breezes. Donald Nick is the architect.

Extend the usable living area of a house and you increase your profit potential with every square foot of added livability! Decks, lanais and overhead sunscreens of wood go up quickly and economically with stock materials, can be finished to harmonize with the site or basic design. In natural wood, they not only withstand the elements but are actually mellowed in the process.

For a few extra dollars you can give a tract home individuality, lift a custom home a cut above its neighbors . . . give any house an *indoor-outdoor* quality that will spark the imagination of prospects and pave the way for a faster, more profitable sale. For more information on better homes of wood, write to:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.



Here simple decking adds architectural distinction at low cost, helps wed structure to site as well as improving family traffic flow. Wood's natural finish is in complete harmony with the surroundings. Robert B. Browne, architect.

For 1960, Kingsberry Homes presents a Revolutionary New Profit Opportunity—to a few Southern Builders who will

ACT NOW!



THE KINGSBERRY MARKET

• Here is news—news you never heard before—news you've been waiting for—and it comes to you from the fastest growing Manufactured Home Builder in the South—a company whose new line of homes—the Kingsberry—has doubled and re-doubled its sales in the past two years. Read here what it will do for you.

Within the next few weeks Kingsberry Homes will release the most revolutionary plan ever developed for breaking the building log jam in the South—truly a "market buster." It presents an exceptional opportunity to a few builders who mean business, have land ready to go—and who will aggressively follow a program that has *already proved* its sales and profit return. Here are some of the highlights—

You are in the spotlight: this is the kind of Kingsberry-paid advertising that goes with the market-busting program. This 4-color ad resulted in hundreds of calls in the first 48 hours—to the Alabama builder-dealers listed in this ad. You, too, can be spotlighted in ads like these. Coupon will bring details.

Join the Kingsberry Market Busters—capture more of your market in 1960



1 This program is built around *you* and *your development*—featuring Kingsberry-paid advertising (in 4-color where obtainable), throughout the early Spring selling season. It will be rolling full steam in March and will be climaxed in May by a sensational new Kingsberry Home of nation-wide importance.

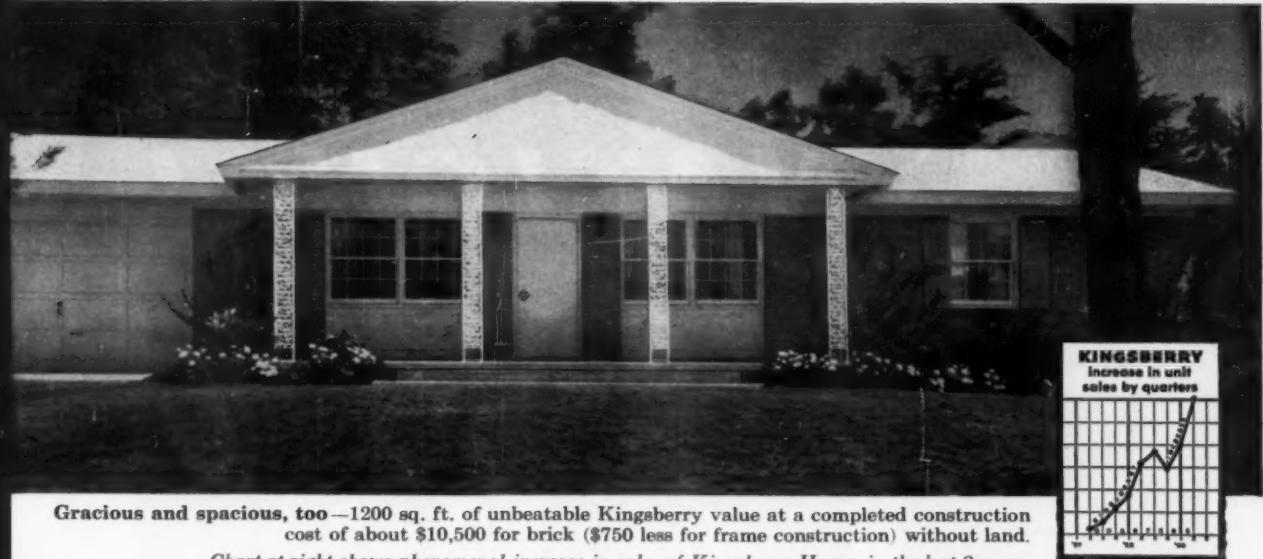
2 With the Kingsberry unique Profit Control Program, you can build *more* units next year on the *same* investment with *smaller* overhead and with a *smaller* organization. You can confidently look forward to lower costs, reduced bookkeeping and simplified purchasing.

3 *Reduced prices!* Kingsberry made news in '59 with an average price reduction of 5% while upping quality, in a year of sharply rising prices. For 1960 we are able to offer a further reduction of 2% plus new savings on job site construction of another 3%—while cutting your conventional construction time in half.

KINGSBERRY
HOMES

formerly Lumber Fabricators, Inc. of Fort Payne, Alabama

At present Kingsberry can serve builders only in the following states: Kentucky, Tennessee, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana.



Gracious and spacious, too—1200 sq. ft. of unbeatable Kingsberry value at a completed construction cost of about \$10,500 for brick (\$750 less for frame construction) without land.

Chart at right shows phenomenal increase in sales of Kingsberry Homes in the last 2 years.



BUSTER PROGRAM *and what it will do for YOU*

4 Kingsberry has the answer to today's financing problems. New product advantages and the Kingsberry program enable you to build more, at more net profit in 1960. This program includes construction financing, special model home financing, even model home furnishings financing.

5 Kingsberry will show you—for 1960—the newest home packages, covering the great range in sizes and prices possible only with Kingsberry's architectural and manufacturing resources.

6 Kingsberry Homes are the most flexible manufactured homes you ever worked with—offering so many easy and economical variations that they have that "custom look." The exclusive designs of Architects Herman York of New York City and Henry Norris of Atlanta—men who know what Southerners want.

7 Kingsberry offers the industry's most generous cash contribution to your local advertising program, enabling you to be the big-name builder in your market.

8 You will have the tested-and-proved Kingsberry "News-Maker" advertising program for your continued local use—and the new Kingsberry "Sales-Maker" merchandising program to help you efficiently turn traffic into sales.

9 You will benefit by national publicity in leading magazines—such as the full-color feature stories that appear this year in "Good Housekeeping" and "Living for Young Homemakers." There's more to come in 1960. *Kingsberry Homes are news everywhere!*

10 You benefit by Kingsberry's highly automated production, that assures better units—walls, floors, roof, trusses—and unique, "packaged" bathrooms and kitchen assemblies. Also "optionals" in heating and kitchen equipment that save money for your customers. Kingsberry Quality Control, every step of the way, assures construction that is superior to "on-the-site."

And much, much more—for full story, Air Mail coupon TODAY!

THIS IS URGENT. You cannot realize the full profit potential of this program unless you get in on the beginning of our 1960 Market Buster activity.

KINGSBERRY HOMES, Fort Payne, Alabama

Without obligation, please have your representative call with full information about the 1960 KINGSBERRY MARKET BUSTER PROGRAM—and show me how it fits into my present operation. (Please check your interest and fill in number.)

- I have ____ lots ready to build on. I have ____ lots being developed.
- I have ____ acres on which I need development financing.
- I am interested in construction financing.
- I am interested in model home furnishings financing.

Your name _____

Firm name _____

Street _____

City _____ Zone _____ State _____

Dept. AB-1

the most important appliance...in the most important room in the home...a

NATIONAL

food waste

DISPOSER



MODEL 744A "Citation"

**THE Disposer
for THE Kitchen...**

- Patented, one-piece "Cover Control"—seals, drains, operates disposer.
- Exclusive "Power Surge" reversing—release food waste jams with a flip of the switch.
- Factory sealed Power-Pak—motor and shredding elements "all-in-one."
- Split ring construction for quick, easy installation.



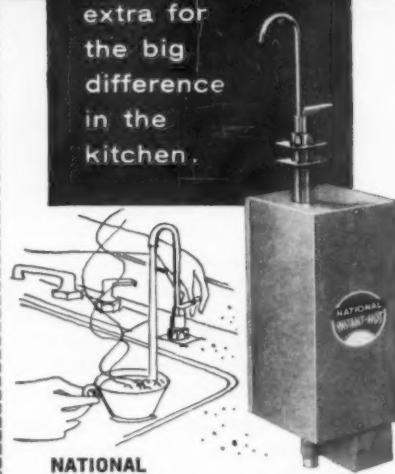
MODEL 124A "Budget Beauty"

Continuous feed model
for thrifit installations

- Full capacity—full size shredding elements.
- Hi-Torque $\frac{1}{2}$ H.P. motor.
- Sparkling stainless steel cover.
- Sink connections cradled in neoprene "Whisper-Ring."
- Split ring construction for quick, easy installation.

Additional models available in both "Cover Control" and continuous feed types.

the little extra for the big difference in the kitchen.



NATIONAL

Instant-HOT

WATER DISPENSER

Mounted on sink ledge or counter top, "Instant-Hot" delivers "teakettle hot" water (190°-200°F.) at a touch with pressure-free safety.

INSTANT-HOT puts the INSTANT in INSTANT foods

- Instant coffee, tea, chocolate
- Soups, bouillon
- Jello, puddings
- Head start for cooking (frozen foods, etc.)
- Heating formula, cleaning, preparing foods

**ANOTHER PROFIT BUILDER
from NATIONAL**

For detailed information about National Disposers and "Instant-Hot," write...
Dept. 412



**NATIONAL
DISPOSER**

PRODUCTS OF PLUMBING EQUIPMENT DIVISION • NATIONAL RUBBER MACHINERY CO. • 47 W. EXCHANGE ST. • AKRON 8, OHIO

WHAT'S NEW AND ► WHAT TO DO ABOUT IT

Revised estimates for 1960 more optimistic: starts set at 1.26 to 1.28 million

Late year-end estimates of 1960 housing starts have revised upward some of the more pessimistic earlier predictions. U.S. total is now expected to hit 1.26 to 1.28 million. It's less than a 9% decline from 1959's near-record 1.39 million.

Sharp differences are reported by builders from different areas. Large operators in Los Angeles and Long Island are pessimistic, while small-volume firms in widely scattered towns and cities feel they will have a big year in spite of the high cost of money. Key to it all: 1960 will be a prosperous year, people will have more money to spend, and they need and want new houses.

► Experts say the pressure on mortgage financing will relax slightly early in 1960. That's the time to line up commitments for the year.

Now: "maintenance-free homes"

A strong new trend has thrust its way into the building market in 1959: the maintenance-free home. You can count on its being even more potent in 1960. Some product examples: enamel-coated bronze and aluminum windows; asbestos and hardboard sidings with permanent plastic finish; Formica kitchen cabinets with mar-proof finish; aluminum roofing and siding with baked-enamel surface; plywood interior panels with tough scratch-proof finish. There are many more.

► "Maintenance-free" is a good sales theme. Equip your next model home with a selection of these new products, then build a campaign on their contribution to lower upkeep costs.

Help for small-town builders

FHA is moving decisively to expand its help to small-town rural builders in 1960. Its Certified Agency Program (CAP) fits towns of 20,000 or less which are often remote from FHA insuring offices. Local lenders, appraisers, and inspectors are appointed to process and speed up loans. New short-cut methods save time, cut red tape.

► If you don't know about CAP, write FHA in Washington for directions on how to take part. It's an important extension of the mortgage insurance principle to new territory.

Fast pace with a bulldozer

Builders hit a fast pace in 1959, but some special prize goes to one in Irvington, N.J. He was moving so fast he bulldozed the basement, and started pouring the foundations on a split level before he discovered he was on the wrong lot. Result: he leveled everything, rolled it smooth, moved down the street. Then he resumed bulldozing on the right site.

Built-ins get loan OK

Remodeling of kitchens will be helped by FHA's newest (but long overdue) order permitting built-in kitchen appliances to be eligible for insurance. Appliance must be "permanently attached, integral part of the kitchen."

Profits in remodeling

Ace in the hole for many builders in 1960 will be repair and remodeling work. New studies show there's a great overlapping of new and remodeling jobs by the same firms. When money gets too tight on new houses, these men expand the repair and remodeling part of their business. It's easier to finance, actually pays a higher job profit. Biggest profit items are kitchens, baths, attics, basements, porches, additions, garages.

Prediction for 1960: more than \$21 billion will be spent in repair, remodeling upkeep of all kinds. This of course includes commercial and industrial work, which will zoom in 1960.

► Make a spot survey of remodeling opportunities in your town. Enlist aid of your local lumber dealer in locating prospects.

Discounts, interest rates up

Builders last month continued to report rising interest rates, stiffer discounts on FHA and VA loans. But there's a wide variety in local, state, and regional levels. California and Texas builders were hit by discounts up to 10%. Conventional loan interest rates were edging up to 6½%. While volume in some areas will be curtailed by money shortages, consensus of opinion is that pressure would ease before midsummer.

Prices up—but moderately

Builders' costs will show some increases next year. E. H. Boeckh estimates a 1½% rise. Land and financing outlays will put new pressure on builders for higher sales tag.

The outlook for housing: sharp regional contrasts

Nationwide housing starts for the 12-month period ending next Sept. 30 are expected to parallel 1958 calendar-year activities. Here's the general outlook for the country, and specific data on the West.*

During the 12-month forecast period ending Sept. 30, 1960, it is estimated that private and public nonfarm starts will total 1,328,400. This compares with 1,313,600 in the 1958 calendar year—a one per cent increase, but considerably below the amount for the Oct. 1, 1958 to Sept. 30, 1959 period.

Although the nation-wide totals for the forecast period and the 1958 calendar-year period are similar, sharp regional contrasts are expected.

Regional effects of a tight mortgage credit situation will be accentuated by regional patterns of increased vacancy rates. The combined effect should be a more drastic curtailment of housing starts in the South and West than in the Northern states.

The Northeast and North Central regions were most severely affected during the last recession. (This recession had stifled somewhat the demand for new homes which had been building up.) As the recession waned, the impetus of an expanding economy pushed up home building to meet the reviving demand. This momentum will carry sufficient strength to continue relatively high levels of activities during the forecast period.

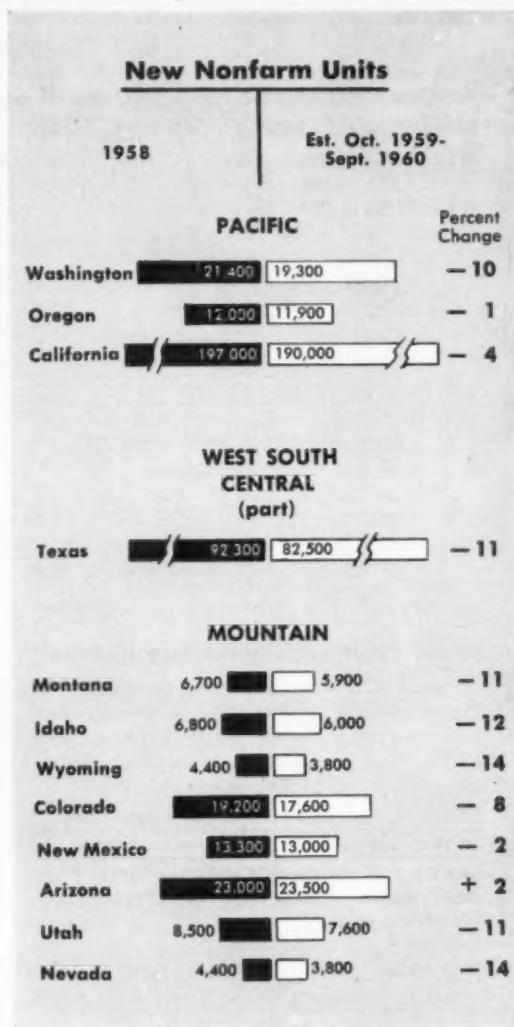
The business slowdown affected the South and West to a lesser degree. The fact that these areas are migratory targets of older communities played an important stabilizing role. The continued population influx, though curtailed, lent enough economic strength to keep new-home demand from sliding very much. As the recession ended, home building did increase—but not as much as in the older sections of the country.

Here's how the West shapes up for the forecast period:

The picture for Western states is mixed. The outlook is for declines of up to 14 per cent in some areas and gains as high as 10 per cent in other sections.

The fast growing areas of New Mexico, Arizona and California will continue their upward pattern.

In California, Los Angeles will remain the region's top housing market with a stable rate of 82,000 homes expected in the forecast period. In San Francisco and San Diego, the outlook is for roughly 24,000 homes each. San Jose will account for a significant volume—17,000 new homes, a 6 per cent rise. Sacramento also will be on the plus

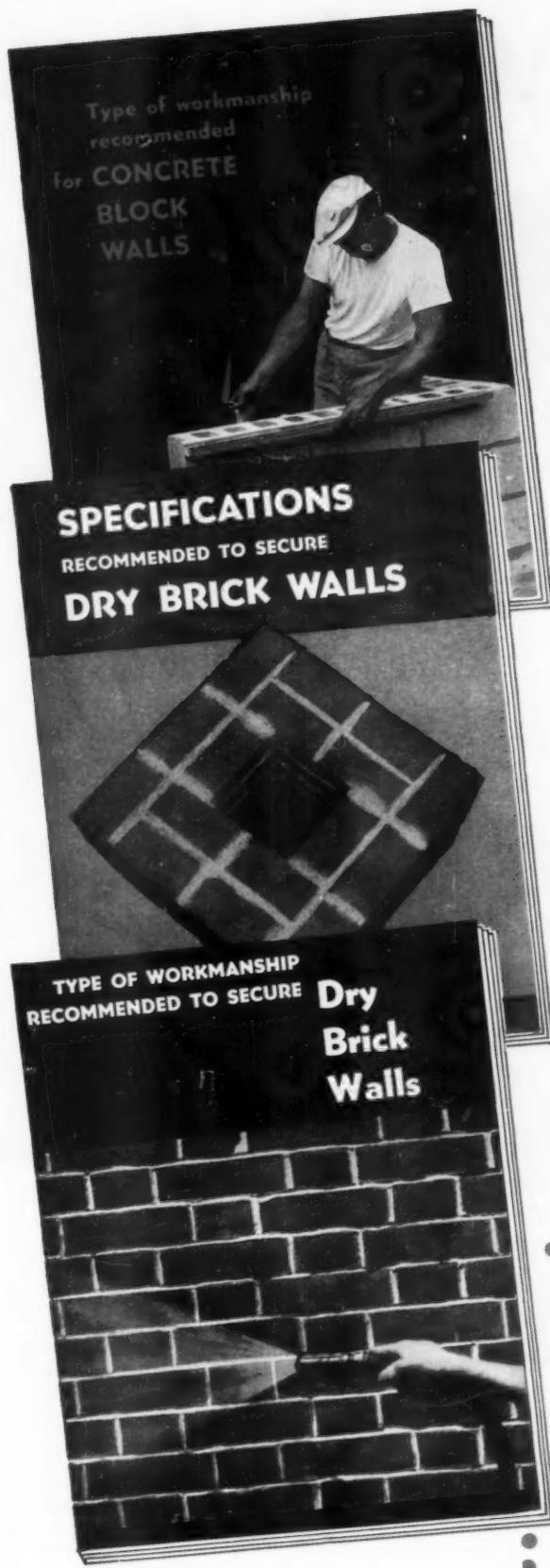


side—rising from 10,300 to 11,800, a 15 per cent increase.

Arizona is expected to show a statewide increase of 2 per cent. Tucson will see a 10 per cent rise from 4,200 to 4,600 units, while Phoenix will jump 5 per cent—from 16,200 to 17,000.

Although starts in Texas are expected to decrease, that state still will remain an important contributor to the West's new housing. In the Houston area, for example, some 15,800 starts are expected.

*All information and figures in this article were derived from a "12 Months Housing Forecast," compiled by Reinhold P. Wolff, Director, Bureau of Business and Economic Research, U. of Miami.



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THE three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of *workmanship* recommended to secure dry brick walls. The second describes the *specifications* recommended to secure dry brick walls. The third describes the type of workmanship recommended for *good concrete-block walls*.

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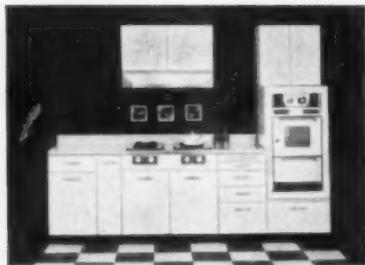
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Horizontal Sliding Window is extremely versatile, ideal for contemporary styles. Screens and storm sash install from inside.



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Series 500 Awning Window is easily washed from inside. Weatherstripped. Positive closing. Seals tight.

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Both awning and slider are available now in a wide range of types and sizes. Accessories are available to assure quick, economical installation in all types of construction. Fast delivery from Truscon dealers, supported by complete stocks in Truscon warehouses.

The building boom has upped production of all Truscon products. The Truscon brand gives you all the advantages of mass-production . . . plus rigid quality control.

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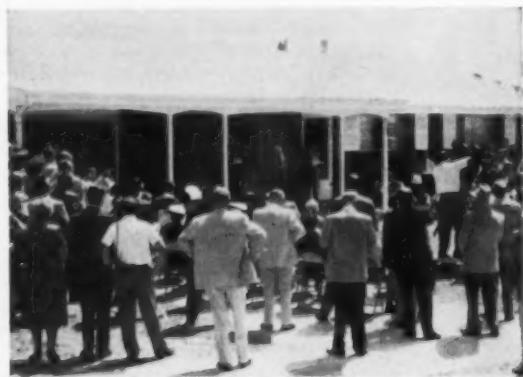
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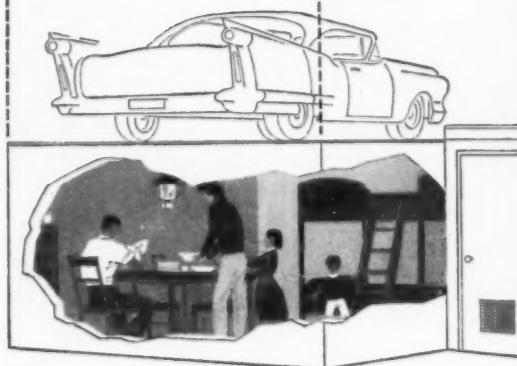
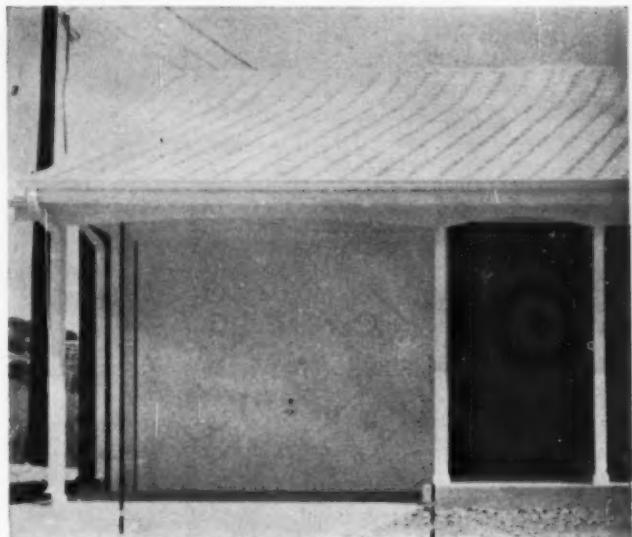
Selected WESTERN HOUSE



UNIQUE PROMOTION—Denver builder Jack Hoerner puts up a good house. But his promotion sells a fallout shelter built under each garage. Hoerner stresses plus values of shelter with theme: Live to enjoy your home.



ATTRACTS THIS CROWD—Denverites by the hundreds flock to opening day of model house. They learn that shelter comes with the house at no added cost. Visitors feel shelter can double as protection against tornadoes.



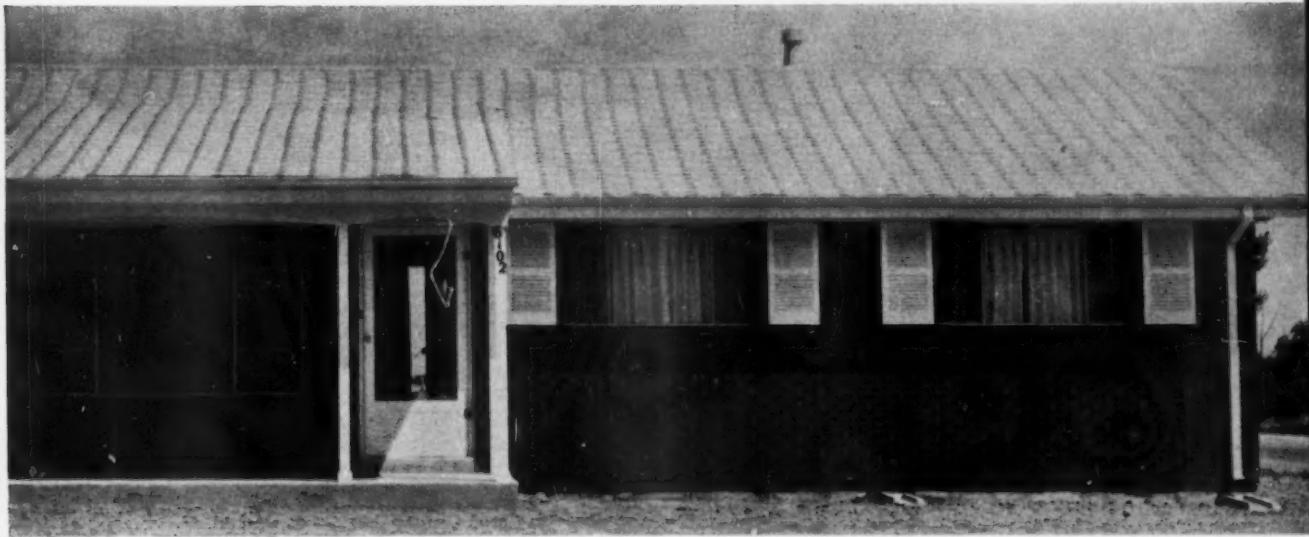
House inside a house protects



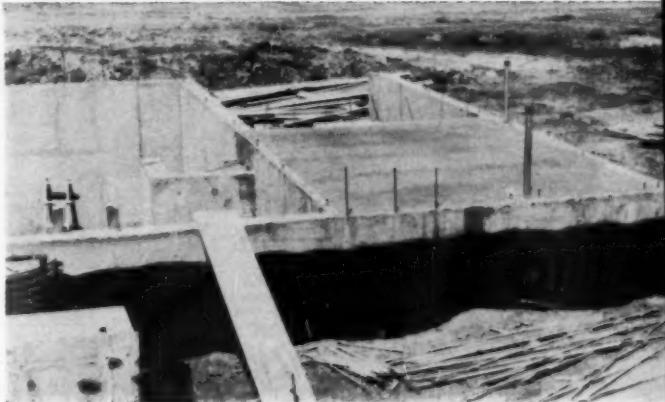
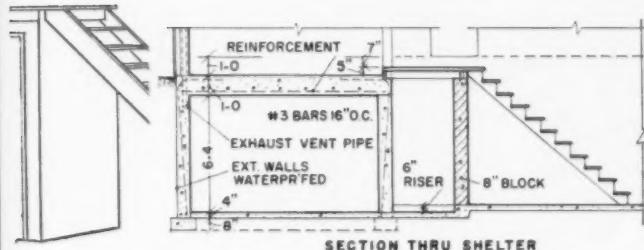
- He puts up a good house
- He builds in a safety feature
- He increases his rate of sales

HE'S JACK C. HOERNER, President, Jack Hoerner Construction Co., Lakewood, Colo.

of the MONTH for December



TO THIS HOUSE—Hoerner's house (above) is a good seller even without the shelter. But the builder is convinced that reinforced concrete addition (right) beneath garage adds impetus to sales in his Allendale subdivision.



families against atomic fallout

Here's how Jack Hoerner builds a fallout shelter in each of his houses—for \$292.

He excavates a 12x14-ft. pit under the garage site 8 ft. deep. This costs him \$11.50. He pours a 10x13-ft. footing 8 in. deep and 18 in. wide. Over the footing he builds an 8-in. concrete wall 7 ft. 9 in. high, using 2,800-psi concrete. This costs him \$121.

He forms for the 12-in. roof slab with plywood sheets laid over 2x4-in. joists on 14-in. centers. Joists run over 2x4-in. stringers set on 4-ft. centers. They are held aloft by 2x4-in. posts.

Hoerner reinforces for the slab with $\frac{3}{8}$ -in. rods placed both ways on 10-in. centers. Rods are kept free from decking by 3-in.

Hi Chairs. The builder chutes the 2,800-psi concrete directly onto the slab from transit-mix trucks. Slab, together with a water tank and two 2-in. vent pipes imbedded in the concrete wall, bring the total cost to \$292.

Says Hoerner: "Sounds inexpensive—and it is. But you can sell its 'panic worth' for \$1,000,000."

For handsome paneling...

consider **LARCH**



for homes... commercial buildings... churches... clubs



LARCH furnishes you with a handsome, versatile and durable wood for fine paneling. For any room in the house or for commercial buildings, the delicately figured grain of Larch—with its satiny surface and unusual coloring—makes Larch an admirable choice. Its ability to take—and hold—paints, varnishes and stains puts Larch among the most versatile of softwoods. In addition, the fact that it is *carefully dried* and does not mar or dent easily adds special customer-pleasing qualities for paneling and interior trim woodwork.

Brute strength is another characteristic of Larch. This, plus its straightness of grain and uniform texture, fit it to *heavy construction*. You can specify Larch for beams, posts, stringers, joists, rafters, and studs with complete confidence.



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Portland 4, Oregon.

Western Pine Association



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HERMOSA

morning becomes **REFLECTA...**

...and so does any other light that strikes the subtle contours of this new Hermosa Tile. A barely discernible indentation divides each tile into four equal triangles. Light and shadow play on *Reflecta* to form unique, ever-changing geometric patterns. A timeless design that can never grow old. Available in a wide array of colors. Perfect for kitchen, bath, fireplaces, wainscoting. Ideal for residential applications—exceptionally easy to keep clean.

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the built-ins with the built-in consumer acceptance

You've watched the ladies "shop" your models. They head right for the kitchen. And when they see the magic name "O'KEEFE & MERRITT" on oven, on surface units, on a washer/dryer combination, they know the house is quality built. O'KEEFE &

MERRITT is that kind of name. And we're not resting on any laurels. We are continuing to sell the name and quality in *Reader's Digest*, *Sunset Magazine*, top national TV shows; and strong local promotions on radio and in newspapers. It will mean faster turnover for you.



BEST SELECTION ALL THE WAY!

From one source of supply you get the widest choice of models: 11 different ovens with the latest features like Power Grillelevator Broiler and Triple Rotisserie; 13 different surface units with Temperature Control, Star Jet Burners, Built-in Griddles, special Tile Top units. A whole rainbow of consumer-proved colors and a wide, wide range of prices to meet every builder demand. You get complete supplier service, the easiest installation and availability always of every oven, every surface unit in the line.

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American Builder

SPECIAL WESTERN SECTION

Western Views

By BILL RODD

NATIONAL HOME WEEK: No doubt about it, every year sees more and more western builders harnessing to National Home Week, utilizing its great power to create prospects and sales. This was clearly evident in a swing through many large cities where builders, through the medium of their local associations, had organized to support a joint Promotion of the Week.

EVIDENT TOO, WAS A DECIDED UPGRADING of the model homes as compared with a year or so ago. More were landscaped; more were furnished; most included built-in ranges and ovens, family rooms, two baths. And breakfast bars, tiled entries, natural wood paneling, custom wallpaper, attractive fixtures were common in all but the lowest-priced models.

BATHROOMS RECEIVE MORE ATTENTION. Compartmented baths, baths with Mr. & Mrs. lavatories, decorative ceramic tile, wide mirrors, were found in many homes. One builder reported that a Roman tub definitely influenced sales; another builder with homes in the \$15,000 price class found it possible to include a planter in the bath.

MANY BUILDERS USED PRIZES to encourage inspection of models or to get questionnaires filled in which would qualify prospects. W. C. Garcia & Assoc. of San Jose offered a chance to win a free all-expense trip to Rome or Rio for two, as an inducement to visit their development.

IN THE SAN FERNANDO VALLEY nine custom builders joined forces to create Candle Light Lane—nine beautiful homes in one block ranging from \$16,900 to \$28,000, all with Arkla gas air-conditioning units. In the San Bernardino area nine other custom builders staged their annual Home Orama using the theme "Tomorrow's trends in Today's Homes."

ONE THING MISSING in most homes was a "hidden-value" display. That's a display of quality items used in the home which the average visitor does not see—such things as copper piping, glass-lined water heaters, insulation, treated lumber, rough-in for air conditioning, etc. All these can be readily displayed in the garage using pieces of copper pipe, lumber, insulation—with appropriate signs. Also, many manufacturers

WESTERN EDITOR
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Phone: Atlantic 6-1842

ADVERTISING REPRESENTATIVES
Bayne A. Sparks
Regional General Manager
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Phone: Hubbard 3-0390
David S. Clark, District Manager
244 California St., San Francisco 11
Phone: Exbrook 7-4990
Joe Sanders, Representative
3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

have cardboard displays which they would be glad to furnish to builders. Such displays lend an atmosphere of quality to the whole house and are well worth the little time and expense necessary to develop them. On busy week ends, when there are more prospects going through the model than the salesmen can talk to, such displays give them something to think about.

SMART BUILDERS who have sponsored parades of homes have found that they can get thousands of dollars worth of free promotion. The gas and electric utilities, building material manufacturers, savings and loan associations, title companies, and many others are anxious to promote home ownership and will usually contribute liberally to the program. And of course the local newspapers, radio and television stations are glad to help.

WESTERN ADVERTISERS INDEX

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Within Beck's own 'Parade of Homes'

1

He took an award of merit in the Best Model Homes contest



Bill Beck



THE WEST HAVEN has central heating, is ducted for air-conditioning. Plan is three-bedroom, two-bath design which is most popular all over the country. Builder Beck ran own "Parade of Homes" in his Odessa subdivision.

2

He won a prefab fireplace for merchandising Hidden Values

"The true value [of a house]," says builder Bill Beck, "is buried deep within. . . ."

Because he believes this, Beck is a strong merchandiser of hidden values. From the moment a

prospect enters a Beck-built home, the salesman points out the values it contains. For this program, Beck was a winner in AMERICAN BUILDER's Hidden Values Merchandising Contest.

"We invariably invite prospective customers to learn . . . about the construction. . . . We leave no room for doubt, and the quality which cannot be seen is our best salesman," he stated.



he has a double-barrelled winner



THIS HOUSE WAS

BECAUSE THE BUILDER



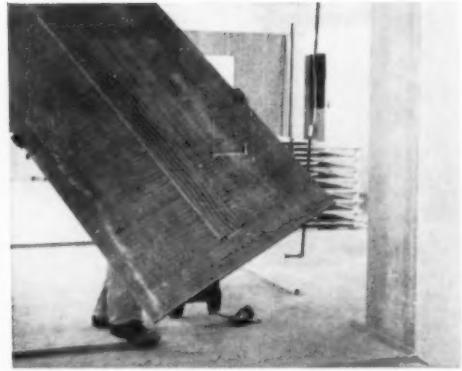
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1 LAMINATE strong 1" x 6" gypsum ribs to gypsum board panels. Ribs are attached on center with Pabco joint cement at a rate of one each 60 seconds. Total laminating time is only 40 minutes on average job.



2 NAILING STRIPS, 1" x 1 1/2", are applied to ceilings, floors and sidewalls. Walls are laid out according to blueprint with chalk line and level. Note how interior framing is eliminated.



3 PANELS go up fast, erected with staggered joints for strength and nailed along wood strips. No nails in field of panel. Laminate face panels to ribs at joints. 6" ribs, 24" o.c. give twice as much solid wall as wood studs.

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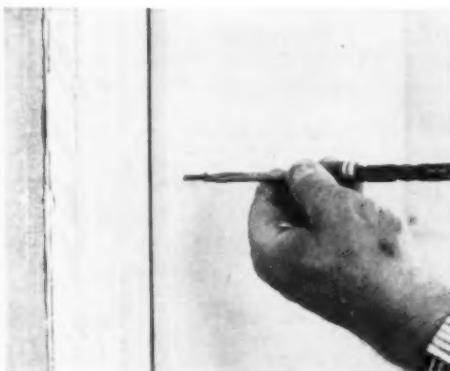
WAS ABLE TO ELIMINATE

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(Patent Pending)



No wood studding! No nail popping! Pabcowall is the studless drywall system that: adds 20 sq. ft. more liveable floor space to the average house; has passed the one-hour fire test and separate hose stream test in accordance with ASTM standards; insulates against sound transmission comparable to thicker conventional drywall construction. For free architectural specifications on Pabcowall, please write: Dept. AB, PABCO Building Materials Division, Fibreboard Paper Products Corporation, 475 Brannan Street, San Francisco, California.



4

#8 WOOD SCREWS, 2" long, tie wall together at each joint. Three screws on edge of each panel provide all the strength you need. For quicker, cleaner construction, rely on Pabcowall.



5

DOORS are cut or placed anywhere you desire. Door bucks reinforced with 1" x 1½" wood strips in space between face panels. See how Pabcowall adapts itself to your most specific construction plans!



6

WIRING IS SIMPLE, with conduit coming through ceiling nailing strips and running between face panels to outlets. Note the strong outside corner achieved with 1" x 1½" wood strip.

The news builders have been waiting for!

UBC APPROVAL GRANTED CEMEX SYSTEM® FOR LOAD-BEARING WALLS!



Tilt-up wall construction technique for fast wall assembly with only two men.



Double bead of Miracle mastic gives joint that is stronger than the Cemex itself.



Wall sections are set solid and openings are cut out with Skilsaw quickly and easily.



Plaster and stucco bonds perfectly. Only ground and finish coat needed.



Toe-nailing is required only to position panels while super strong mastic sets.



Wiring is easy from either side of wall. Cable is nailed into saw-cut groove.



High insulating Cemex panels sheath roof quickly and acoustical ceiling is "free."



Cemex load-bearing walls eliminate studs, save from 11 to 14% over conventional construction.

Ninety-one (91%) percent of framing lumber can now be eliminated in single story construction by using CEMEX, the versatile cement-bonded, wood fibre building slab that insulates, decorates and has high acoustical properties. Uniform Building Code approval of CEMEX for load-bearing walls means studs, siding and separate insulation are replaced by CEMEX at lower cost. Builders using CEMEX

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the greatest name in building



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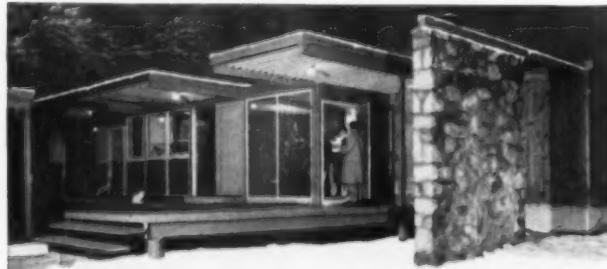


Westerners like these new ideas in steel



New Twist for Christmas Trees. There's Holiday magic in this "Karosel" revolving Yule tree base. Your lighted tree pirouettes in tune to cheery Christmas carols. It's all new and all steel, formed from USS Cold Rolled Sheets by Kresky Manufacturing Company, Petaluma, California. These, and 1,001 other toys and gifts of steel are strong, light and lasting, to give your family a Merrier Christmas.

Owner: George W. Marquardt; Architect: Glen R. Swenson; Contractor: Stewart Carlson.



New Designs for Dwellings. Exciting new shapes...rich, warm tones and textures plus lasting beauty are yours for modern living in a new home, styled in USS Steel. In a quiet meadow near Salt Lake City—a clean-cut case in point. The frame: slender, light-weight columns and beams of steel; ceiling: hollow-ribbed steel deck; exterior walls: panels of porcelain-enamaled steel sheets for all-year weather resistance. Building soon? Ask your architect about the advantages of steel.

STEEL FOR EVERY PURPOSE FROM A SINGLE SOURCE

Much of the pleasure in being part of the growing West lies in serving its people of good will. To you in this Holiday season, all happiness and a prosperous New Year.

USS IS A REGISTERED TRADEMARK



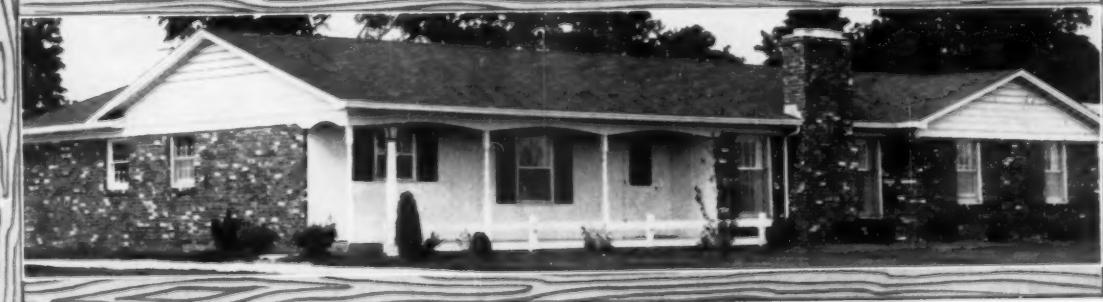
New Pack for Party Pick-ups. Let guests come when they will—you're always prepared when your cupboard's filled with food in cans. Nibbles, snacks, dips and chips—or a bountiful banquet feast—canned foods, from consommé to cashews, are always easy to buy, store and enjoy. You'll open the door to quick 'n easy entertaining when you open handy foods in cans.



New Appeal for Appliances. Fathers know best—when it comes to pleasing Mom! Christmas-treat your lady with a work-lightening modern appliance in steel and give her more leisure time to enjoy with the family. Today's appliances designed in USS steels give lifetime service and satisfaction. (Aside to Dad: it's not too late to lighten her work with a major appliance that proudly wears the Steelmark tag.)



Columbia-Geneva Steel
Division of
United States Steel



"Pre-wired telephone outlets? They're a standard feature of every home we build!"

—SAYS PHIL JONES, CUSTOM BUILDER OF INDIANAPOLIS, INDIANA

"You're not offering the buyer a really modern home unless you provide for his telephone convenience," says builder Phil Jones. "That means giving him built-in, pre-wired telephone outlets in key areas of his home, just as you give him pre-wired electrical outlets."

Phil Jones builds custom homes priced from \$21,000 up, and every one has from three to five outlets for telephone service. "I let the buyer tell me where he wants them located," he says. "After all, he's going to use them.

"Pre-wiring makes good sense. People like the idea—and I use it as a solid, competitive sales advantage."

* * *

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



At left, Phil Jones and telephone company man Bob Hill discuss outlet locations. Below is one of the builder's handsome "Johnson Meadows" homes.



Nautilus No-Duct

in a new deluxe model priced for

Eliminates cooking odors, grease and smoke without ducts or vents

Now you can offer all prospective home buyers the comforting assurance of grease-and-odor-free kitchens—thanks to this new no-duct range hood, specially designed and mass produced . . . and priced low enough for your lowest-cost homes!

There's nothing to take up cabinet or shelf space. And, because there's no expensive duct work or installation . . . no tinsmith, no carpentry, no holes in the wall . . . the NAUTILUS No-DUCT Hood costs less than the total cost of conventional units.

Using a special Activated Charcoal Filter—plus a Grease Filter—the NAUTILUS No-DUCT Hood removes cooking odors, fumes, grease and smoke, recirculates pure, fresh air. No stains or smudge, no clean-up jobs!

Quality built, of rugged unitized construction, this new self-contained appliance can be easily installed in your sample kitchen . . . over any kind of range, on any wall, in any type of home or apartment.

- Quiet-operating fan
- Heavy-duty Activated Charcoal Filter
- Lifetime Aluminum Mesh Grease Filter
- Built-in light . . . pushbutton control
- Available in 30", 36" and 42" lengths
- Colors: Coppertone and Silvertone

Custom Model also available in a complete range of sizes and finishes

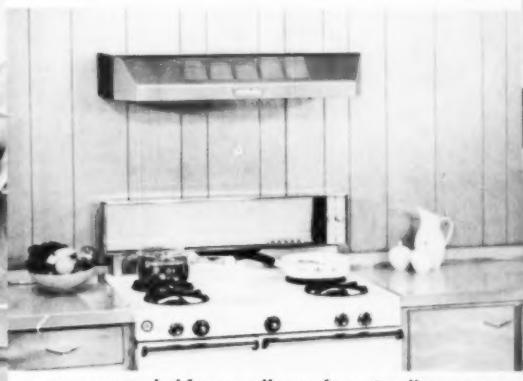


CAN BE INSTALLED IN MINUTES

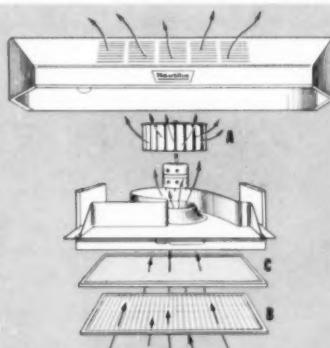
No vents, ducts, carpentry required



Screw hood to cabinet—and the job's all done



... or suspended from wall over free-standing range



True scientific air purification without vents or ducts

Powerful fan (A) draws odor and grease-laden air through the Grease Filter (B) and the Activated Charcoal Filter (C), then recirculates pure, fresh air through vents at top.

MAJOR INDUSTRIES, INC.
505 North LaSalle Street
Chicago 10, Illinois

AB-11

Please send me further information and prices on the Deluxe NAUTILUS NO-DUCT HOOD (Model P-1)

Name _____

Company _____

Address _____

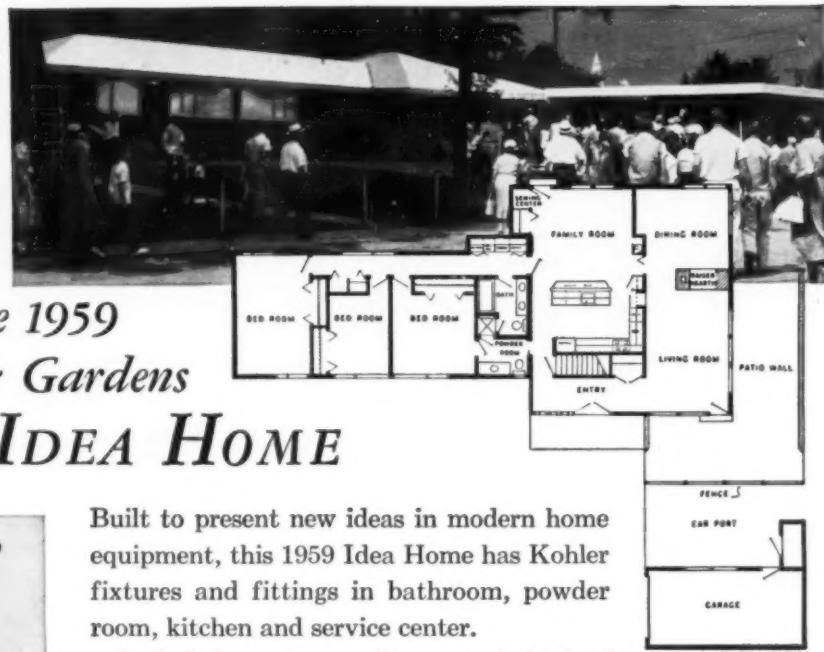
City _____ Zone _____ State _____



Advertised in Better Homes & Gardens
Featured on Network TV Shows

KOHLER PLUMBING FIXTURES

*featured in the 1959
Better Homes & Gardens
IDEA HOME*



Dynametric enameled iron bath.



Built-in Mayfield sink of acid-resisting enameled iron.

Built to present new ideas in modern home equipment, this 1959 Idea Home has Kohler fixtures and fittings in bathroom, powder room, kitchen and service center.

Included are the new Dynametric bath of *balanced design* for roomy bathing comfort, the circular Radiant lavatory in counter-tops of ceramic tile, Wellworth closet, the space-saving Mayfield sink, and the Glen Falls laundry tray, built into a counter-top for washday convenience. Bathroom, powder room and kitchen fixtures all have durable Kohler all-brass fittings.

All fixtures were installed by the Zien Plumbing Co. for Rite Realty, representing six Milwaukee builders.



*Built and exhibited
at the
Wisconsin State Fair,
Milwaukee.
Cut in two after the
Fair and moved to a
permanent site at
Lake Highlands Sub-
division, Greendale.*



Powder room fixtures are Sunrise, with single Radiant enameled iron lavatory

(Left) Bathroom fixtures, in Spruce Green, include twin Radiant lavatories for extra convenience.

KOHLER OF KOHLER

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • BRASS FITTINGS
ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

KOHLER CO.
Established 1873
KOHLER, WIS.

It's new!

DuPont Polyethylene Film

Plus: a dynamic new merchandising program to help you capitalize on the extra sales appeal of moisture-vapor protection

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. With tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against moisture-vapor transmission.

And now, for the first time, you can capitalize on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to capitalize on.

- the years of comfort through effective protection against moisture and dampness.
- the "extra quality" built into your homes with a nationally known, brand-name product, Du Pont Polyethylene Film. (See items on right.)

When planning your next building start, make sure you include moisture-vapor protection with Du Pont Polyethylene Film . . . make sure you capitalize on the "extra sales appeal" of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. du Pont de Nemours & Co. (Inc.), Film Dept. Room A-12, Wilmington 98, Delaware.

Check these valuable selling aids

... now available for your use!



1. "WELCOME WALK IN" STRIP of heavy-duty Du Pont Polyethylene Film protects floors, rugs in your sample home . . . helps promote extra quality.



2. "BASEMENT HANG TAG" promotes protection against dampness in the walls and under the floor . . . helps remind prospective buyers of quality features.



3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra-quality" protection behind woodwork and walls . . . in crawl spaces.



4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

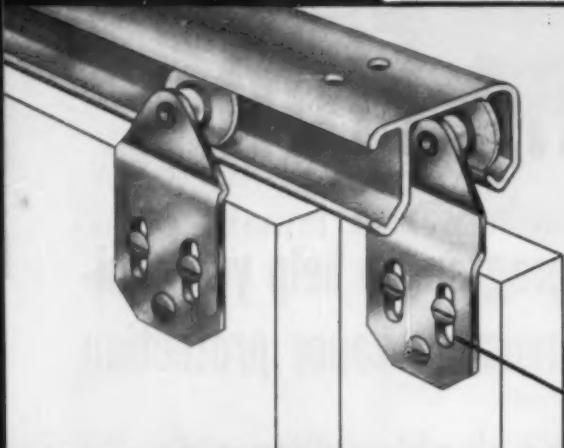


*Open Doors
to MORE SALES
with*



MACKLANBURG-DUNCAN CO.

FOLDING &

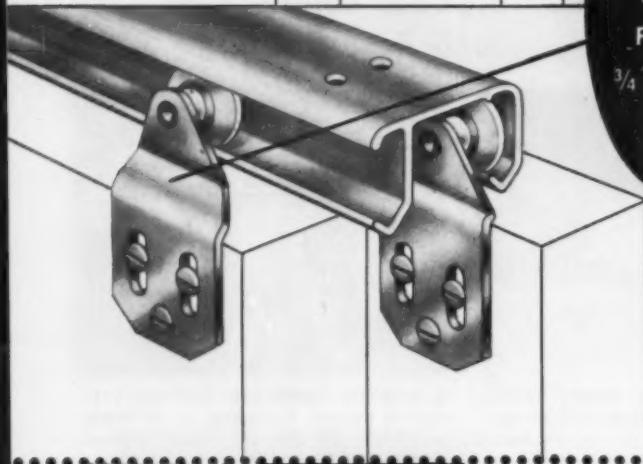


YOU
CAN USE
SAME
HANGERS
FOR BOTH
 $\frac{3}{4}$ " and $1\frac{1}{8}$ "
DOORS



OT-400 Reversible SLIDING DOOR HARDWARE

Meets today's need for methods that save time; cut installation costs! Shown left, the same OT-400 hangers may be used on either $\frac{3}{4}$ " or $1\frac{1}{8}$ " doors just by reversing their positions. This feature also simplifies ordering and stocking. OT-400 is made of sturdy extruded aluminum track with built-in no-jump feature, cadmium steel hangers with silent nylon wheels.



Complete set in new TUBULAR PACKAGE

Shown above, set includes track, hangers, guides, screws and instructions. Packaged in 3, 4, 5, 6, and 8 ft. lengths. Please specify OT-400 Reversible



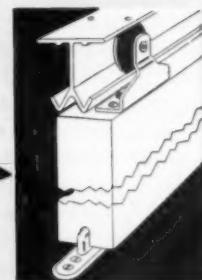
OT-200 Overhead Type SLIDING DOOR HARDWARE

Extra-sturdy extruded aluminum track and hangers for doors $\frac{3}{4}$ ", 1", $1\frac{1}{8}$ " and $1\frac{1}{4}$ " thick, single or bypassing. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All screws furnished and instructions. Hardware for each door thickness individually boxed.



WALL POCKET HARDWARE →

Shown at right is Hanger TH2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 • OKLAHOMA CITY, OKLAHOMA

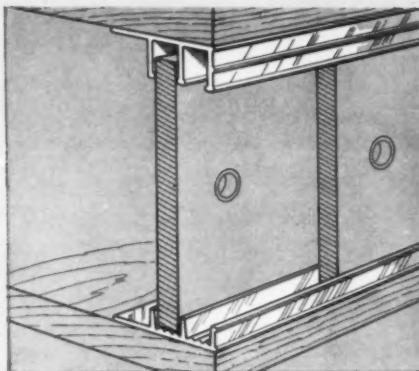
SLIDING DOOR HARDWARE



Aluma-Slide

SLIDING DOOR TRACK

Shiny, M-D Aluma-Slide aluminum track sets can be used on any size cabinet . . . with any panel material. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Enhances the appearance of any cabinet.



Completely
packaged
sets!
Holes drilled—
screws
furnished

Sets available for $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " or $\frac{3}{4}$ " sliding panels of glass, plywood, masonite, etc.

M-D Aluma-Slide Sliding Door Track provides a fast, easy way to add storage cabinet space. Has so many uses, yet, no special tools are needed. For heavier doors $\frac{1}{2}$ " or $\frac{3}{4}$ " thick special nylon buttons are included for smooth, easy gliding. Comes in tubular packaged sets of 3, 4, 5, 6 and 8-ft. lengths, complete with holes drilled, screws furnished and instructions.



FOLDING DOOR Hardware

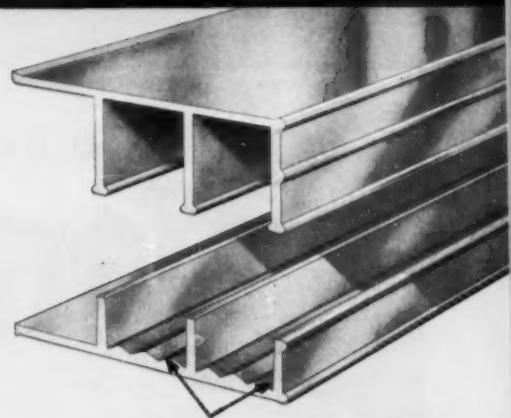
For closets, wardrobes, dens, bars, room dividers, etc. Ideal for 4 or 2-panel full or half-size interior doors of any thickness. Gives full access to closets, yet saves floor and wall space. Comes in completely packaged sets for 2 ft., 2 ft. 6 in., 3 ft., 4 ft., 5 ft., 6 ft. openings, ready to install.

DEALERS Order today!

Your order will be
shipped promptly!

ALL M-D PRODUCTS

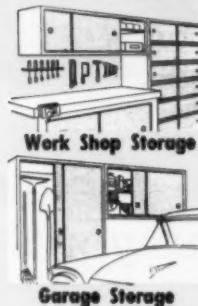
are fast sellers—
nationally advertised!



NEW, IMPROVED LOWER TRACK

Smooth! Easy gliding! Panels slide along on special supporting ridges—not just one flat surface.

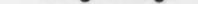
Aluma-Slide has dozens of uses!



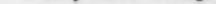
Work Shop Storage



Kitchen Cabinets



Garage Storage

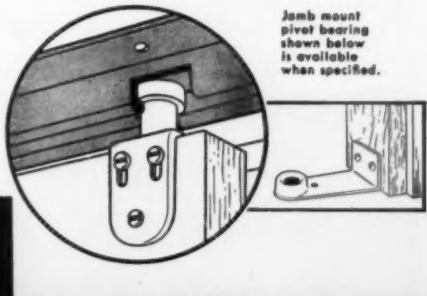


Family Room Storage

NEW IMPROVED DESIGN

Can't slip out of track! Helps support doors!

Now, M-D Folding Door hardware has a silent, flange-type Nylon bearing that assures trouble-free, smooth operation. Positively can't slip out of the track. Helps support doors.



Jamb mount
pivot bearing
shown below
is available
when specified.



BEACON

BEACON SPLIT-LEVEL

10 BASIC MODELS...82 FLOOR PLANS...



BRADFORD

Show them what they want...
and you'll sell them a

Steelstyle '60

Individuality is the keyword with today's prospective home buyers—they know what they want and they won't settle for less. Now you can satisfy your most selective buyer with the new and bigger

Steelstyle '60 line of United States Steel Homes. There are 10 basic models... 82 floor plans... and over 500 variations—a home to fit every family's taste and needs, and at prices they can afford!

END-ELEVATION BEACON

ANDOVER





BEACON WITH PORCH

BEACON WITH BREEZEWAY

OVER 500 VARIATIONS

BUILDING HELP

Not only will United States Steel Homes supply you with the fastest-selling home line of the year—they will help you build and sell them! USSH Sales Representatives have been trained to help you in every phase of your operation—from financing through the entire merchandising program.

USSH WIDENS YOUR MARKET

Early this spring, USS Homes will bring the Steelstyle '60 line to your customers' attention through the pages of *The Saturday Evening Post*. Four-color ads will add prestige to the Steelstyle line . . . will make more prospects want to buy!

SELLING HELP TOO!

USS Homes will send you your own local promotion! Radio and TV scripts, consumer literature, your own advertising, ad reprints—these and a wealth of other valuable selling tools have been filed into a sturdy portfolio. This is not a seasonal kit, but a "perpetual" promotion, supplemented periodically by USS Homes with the latest selling aids.

CASH IN NOW!

Be a USS Homes dealer! Send in the coupon for free brochure that tells more about the exciting Steelstyle '60 line.

USS and *Steelstyle* are registered trademarks

FREE BROCHURE



United States Steel Homes Division
United States Steel
525 William Penn Place
Pittsburgh 30, Pa.

Please send me your 24-page brochure containing detailed information on USS Steelstyle '60 Homes.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

United States Steel Homes
Division of
United States Steel



LYNNFIELD

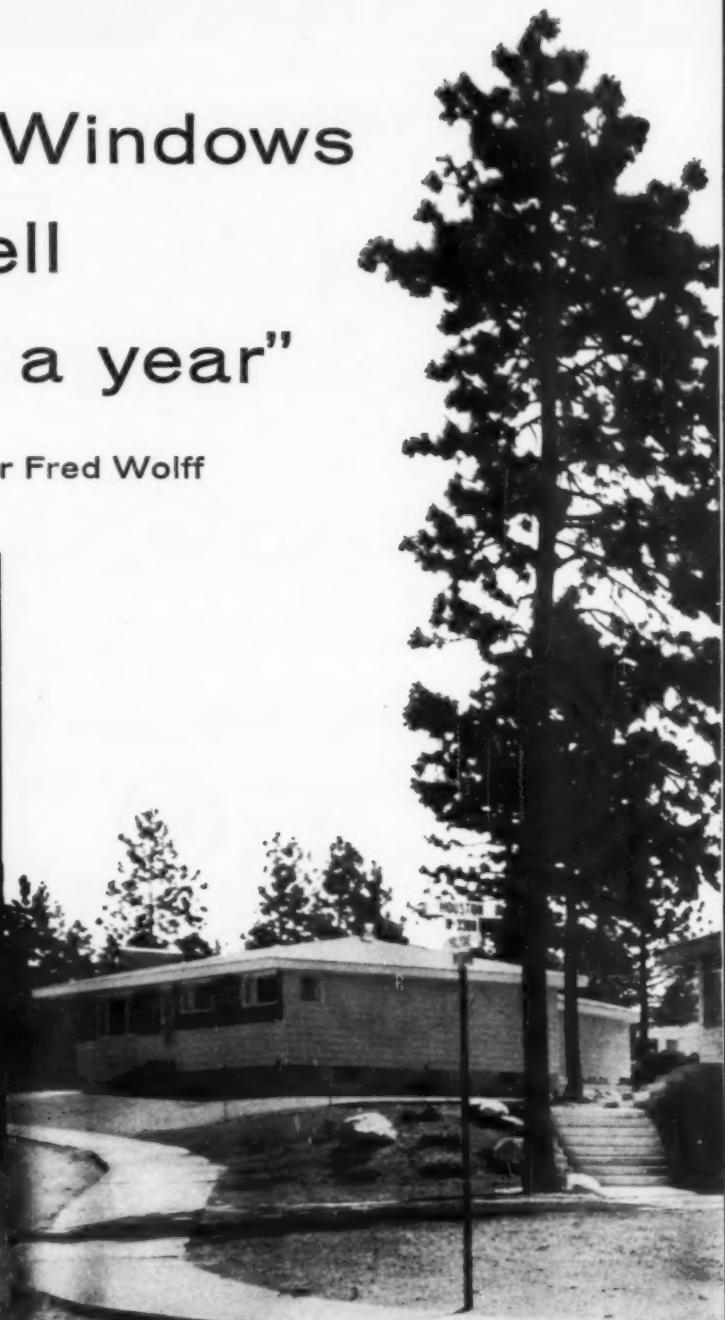
BROOKLINE

MELROSE



"Andersen Windows help me sell 90 homes a year"

...says Spokane builder Fred Wolff



Spokane's leading builder Fred Wolff says: "I believe the fact that for the past 6 years all of our homes have been sold under conventional 75% and 80% loans speaks strongly for the general public acceptance of nationally-known Andersen Windows."

Among the tall pines of Spokane, Fred Wolff built and sold 90 homes last year, with a total gross volume of \$1,700,000. Price range: \$16,250 to \$19,900. He sold 85 of the homes before they were completed. The remaining five were vacant no longer than two weeks.

"Our realtor," says Mr. Wolff, "reports a definite advantage for his salesmen in being able to point to the many outstanding features of Andersen Windows.

"I feel the use of Andersen Windows," continues Mr. Wolff, "has been a contributing factor in my standing as a leading Spokane builder, both in number of homes built and in dollar volume during these past three years.

"In our area," he says, "we have to recognize the need for storm sash in winter and screens in summer. This is one of the reasons why I feel Andersen Windows are made to order for our Spokane climate.

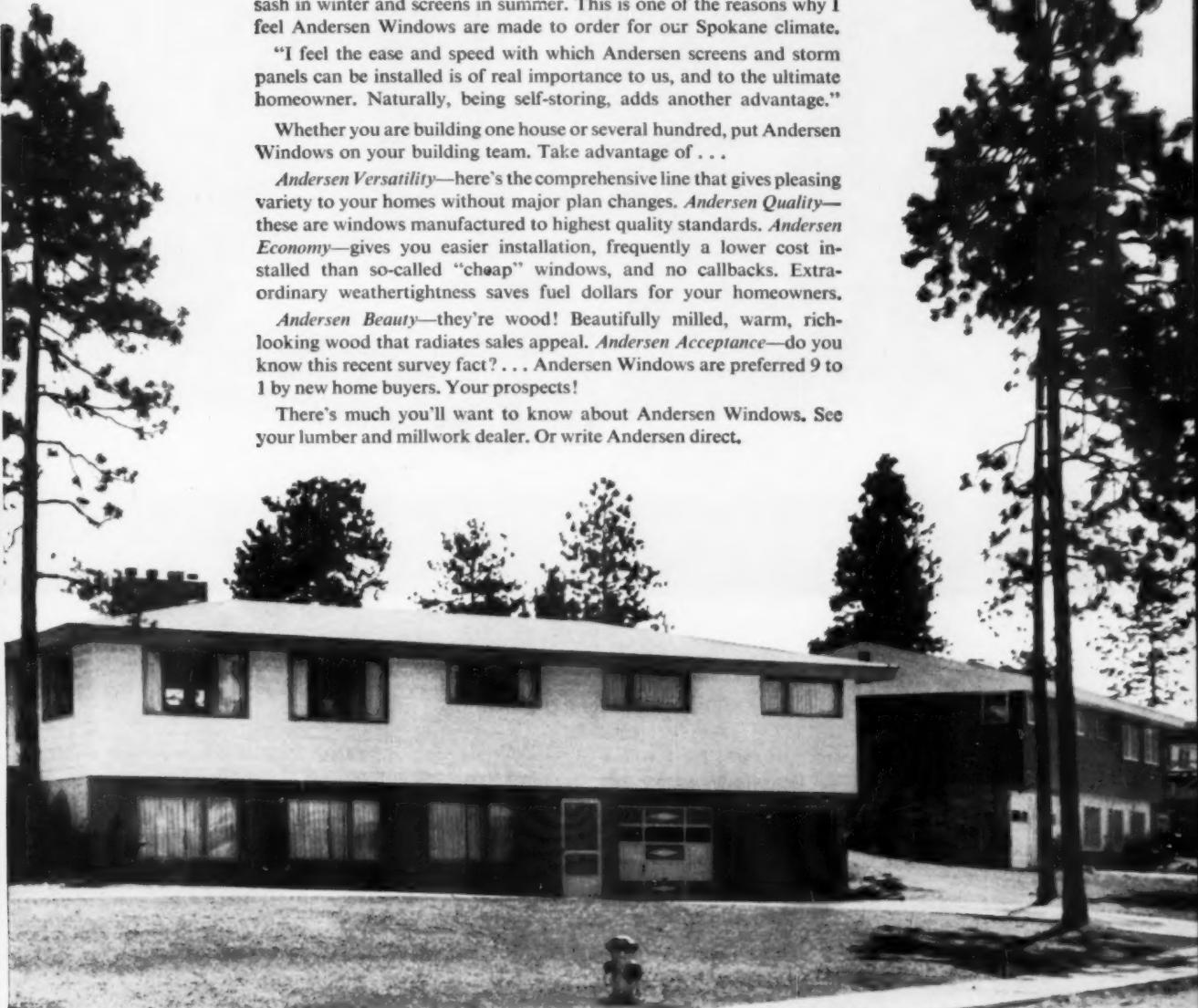
"I feel the ease and speed with which Andersen screens and storm panels can be installed is of real importance to us, and to the ultimate homeowner. Naturally, being self-storing, adds another advantage."

Whether you are building one house or several hundred, put Andersen Windows on your building team. Take advantage of . . .

Andersen Versatility—here's the comprehensive line that gives pleasing variety to your homes without major plan changes. *Andersen Quality*—these are windows manufactured to highest quality standards. *Andersen Economy*—gives you easier installation, frequently a lower cost installed than so-called "cheap" windows, and no callbacks. Extraordinary weathertightness saves fuel dollars for your homeowners.

Andersen Beauty—they're wood! Beautifully milled, warm, rich-looking wood that radiates sales appeal. *Andersen Acceptance*—do you know this recent survey fact? . . . Andersen Windows are preferred 9 to 1 by new home buyers. Your prospects!

There's much you'll want to know about Andersen Windows. See your lumber and millwork dealer. Or write Andersen direct.



Andersen Windowwalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA





The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete was



was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

USS American Welded Wire Fabric is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 9357, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

USS and American are registered trademarks

buyers will ask

"is it Reinforced?"



**American Steel & Wire
Division of
United States Steel**

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad



Lowest priced of the leading light*

NEW FORD TRUCKS

- **Certified gas savings!**
- **Certified durability!**
- **Certified reliability!**
- **Certified lowest prices!**

You save from the start... Ford light- and medium-duty trucks are lowest priced of the leading makes. And your savings continue. That's because Ford's economy is *certified*, backed by intensive tests by America's leading independent automotive ex-

perts.† Just look what's in Certified Economy... and what's in it for you:

Certified gas savings—to keep running costs low! Tests confirm the gas savings of Ford's 1960 6-cylinder engine... the same engine that beat every competitive six in Economy Showdown U.S.A.

Certified durability—to take the toughest jobs you've got! Tests showed, for example, that Ford's new half-ton frame is 23 percent more rigid... that new two-tonner brakes have 20 percent longer lining life!

Certified reliability—to keep your truck out of the shop and on the go! Such key truck components as wiring assemblies were tested time and time again—



Above: 1960 Ford F-600 Van, F-100 Styleside Pickup and C-800 Tilt Cab bring you the *best* of the new—
new smoother acting brakes, new huskier axles, new higher payloads, new riding comfort

and medium trucks!

FOR '60 with

**Certified
Economy**

proved to have more than three times the reliability of other assemblies.

The certified results of all the tests are in the "Certified Economy Book" at your Ford Dealer's. Be sure to see it soon . . . be sure to see the new Ford Trucks . . . be sure to see the lowest priced 1960 models . . . and you'll be sure to save!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation, conditioning, destination charges.

†Name available on request. Send inquiry to P.O. Box 2687, Ford Division, Ford Motor Company, Detroit 31, Michigan.

FORD TRUCKS COST LESS

Less to buy . . . less to run . . . built to last longer, too!



HERE'S HOW LENNOX QUALITY PAYS OFF FOR YOU

Lennox dealers follow up each installation with a meticulous adjustment program to assure accurate, trouble-free operation.

The responsibility of your local Lennox Comfort Craftsman does not end with the sale of your homes. After buyers move in, he returns to test the actual performance of the heating and air conditioning units he has installed. He makes whatever adjustments are necessary, handles whatever servicing is required—to assure 100% trouble-free operation. Buyers are kept happier; you're not bothered by annoying complaints and call-backs.

Lennox quality works for you in other ways, too! For example: Your local Lennox Comfort Craftsman (who's engineer-trained) deals directly with a nearby

factory. He's always on the job at the right time with the right equipment. He offers the world's largest line of heating and air conditioning equipment plus the selling power of the Lennox name: most widely known, most widely advertised, most widely preferred of all makes in home heating and air conditioning.

Get facts on the Lennox merchandising program, which includes professionally planned advertising materials, in-home displays, personalized builder brochures and billboards. For sample merchandising aids, write Lennox, Marshalltown, Iowa.

LENNOX

*World leader in indoor comfort
for homes, business, schools*



© 1969 Lennox Industries Inc., founded 1895: Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

IDEAS FROM BOSTITCH FOR BUILDERS— TO SPEED YOUR WORK, CUT YOUR COSTS



Fastest way to install insulation, ceiling tile, metal lath, Cornerite, low-voltage wiring, screening, paneling—Bostitch T5 Tacker. Takes staples of five leg lengths. Just a squeeze triggers the T5's powerful spring and drives the staple into the work. Permits placement of staples with great accuracy—even in tight quarters. Builders find dozens of jobs for the T5—and save time and money on every single one!

Install batt and reflective insulation, vapor barriers and many other materials with the medium-weight Bostitch H2B Stapling Hammer. Fastens securely with every blow. More than twice as fast as hammer and tacks. Pays for itself in just a few jobs.



For light tacking jobs—where there's room to swing and long reach is an advantage—the H5 Stapling Hammer gives you fast fastening action. Light—yet strong enough to drive staples with $\frac{1}{8}$ ", $\frac{1}{4}$ " or $\frac{5}{16}$ " leg lengths into soft materials or wood.

Most rugged Bostitch Stapling Hammer of them all—H4 Heavy Duty Model. Cuts asphalt shingling time on new roofs by half or more, say builders who wouldn't be without it. Every swing drives a $\frac{3}{8}$ " galvanized staple into the work, spreads the staple legs for greatest holding power.

Every job you find for Bostitch staplers is another money-making idea. Switch to modern Bostitch staplers and staples now. Build better for less. See Bostitch staplers at your building supply dealer's. Try them on your next job.

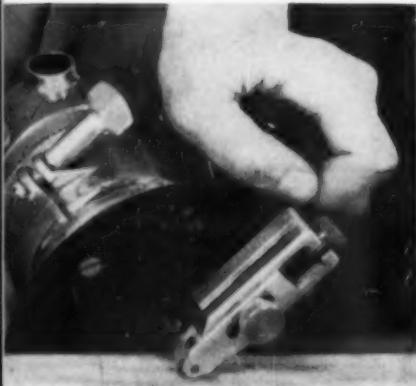
Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

832 BRIGGS DRIVE, EAST GREENWICH, RHODE ISLAND



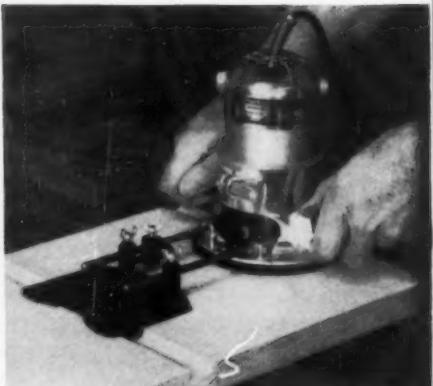
How to cut costs with



Equipped with carbide-tipped combination bit and micrometer guide, Porter-Cable Router accurately trims overhang on laminated plastic tops. Same bit trims flush or 25° bevel.



With over 150 available bits and cutters, tremendous variety of edge mouldings are possible. Corner round and standard $\frac{3}{8}$ " rabbet cuts for cabinet doors are each made in one pass with Router.



With straight bit (29 sizes to choose from), dadoes or grooves can be made in just one operation. Magic Router Guide attachment (shown above) makes the job easy.

CHOOSE YOUR ROUTER NOW!

Produce "Custom-Quality" Cabinets and Built-Ins at a pre-cut price—with Porter-Cable ROUTERS . . .

Use the Porter-Cable Electric Router right-on-the-job to perform a wide variety of time and cost-saving jobs . . . from rabbeting cupboard doors, edge routing, to fast and accurate cutting and trimming of plastic laminate tops on cabinets, sinks, and vanities.

Porter-Cable offers the largest line of professional routers—there's a model, precision-designed and built to fit every need. And the wide variety of attachments and cutters, makes a Porter-Cable Router the most versatile and useful production tool in any shop, on any job.

"BUILT-INS"



A real selling extra for home builders—dovetailed drawer joints. Quickly and accurately cut with Porter-Cable Router and precision Dovetail Templet.

**1/2 H.P. ROUTER
Model 162**

Powerful $\frac{1}{2}$ h.p. motor, twin molded plastic knobs, sealed ball bearings, recessed double-pole switch, non-marking base, and light weight make this a popular router among smaller-volume builders. Features an interchangeable motor that may be used with Plane or Shaper Attachments.

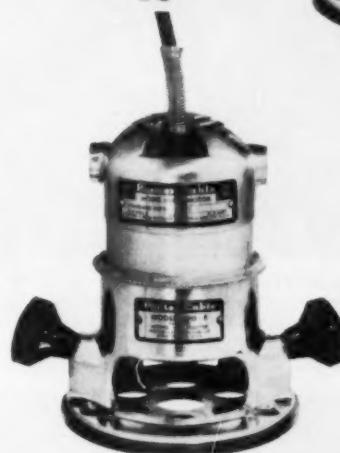
\$49.95



**7/8 H.P. ROUTER
Model 100**

World's most widely used Router! The model 100 has extremely accurate yet easy to set depth adjustment. High speed, powerful motor gives chip-free cutting, precision ball bearings, non-marking base. Motor can be used interchangeably with Plane or Shaper Table Attachments.

\$59.95



**1 1/4 H.P. ROUTER
Model 150**

The workhorse on any job, this heavy duty machine features an exclusive handle design with instant trigger switch power control. This provides a safe and convenient method for accurately controlling the router in any position. Light weight yet powerful . . . eliminates burning and chipping even on plastic laminates. Motor can be used interchangeably with Plane or Shaper Attachments.

\$82.95



Porter-Cable
Quality Power Tools



**PORTER-CABLE
MACHINE COMPANY
9169 Marcellus Street
Syracuse 4, N.Y.**

FREE!

- Router guide shows bits and cutters and the cuts they make, in addition to important dimensions. Describes and pictures all Porter-Cable routers. Big wall-chart size for guide reference.

Porter-Cable Machine Company
9018 Marcellus Street
Syracuse 4, N.Y.

Please send me a free copy of the Porter-Cable Router Guide

Name _____

Company _____

Address _____

City & State _____

Now! From 3M . . . a complete line:

ADHESIVES AND SEALERS FOR EVERY BUILDING NEED!



EXCEPTIONALLY WATER-RESISTANT ceramic tile adhesives provide fast bond-strength build-up, yet offer ample open time for work at normal pace. 3M tile adhesives trowel like butter, permit grouting on the same day. Test CTA 11 and 12 yourself!



COST-SAVING COVERAGE is easily and quickly achieved with 3M Vinyl and Rubber Tile Adhesive—up to 225 square feet per gallon. Wood block flooring adhesive EC-194 covers about 40 square feet per gallon. They're ideal for above-grade wood, concrete or radiant-heated floors.



QUICK-GRIP Roltite® brand contact cement keeps laminated plastic counter tops from warping or peeling! Highly water resistant; provides exceptional coverage; eliminates need for clamps, presses or other heavy equipment. Available either as solvent or water-based compound.



FLEXIBLE Sealer EC-800 for heating and air conditioning ducts can be stretched twice its length before breaking when dry. Sets up firmly at duct joints; won't flow out under pressure. EC-800 can be applied with either brush, flow gun or putty knife.

Look to 3M as your single source for a wide range of adhesives and sealers for a variety of building applications. Call your 3M Field Engineer, or for free literature, write on your company letterhead to A.C.&S. Division, 3M, Dept. YE-129, St. Paul 6, Minnesota.

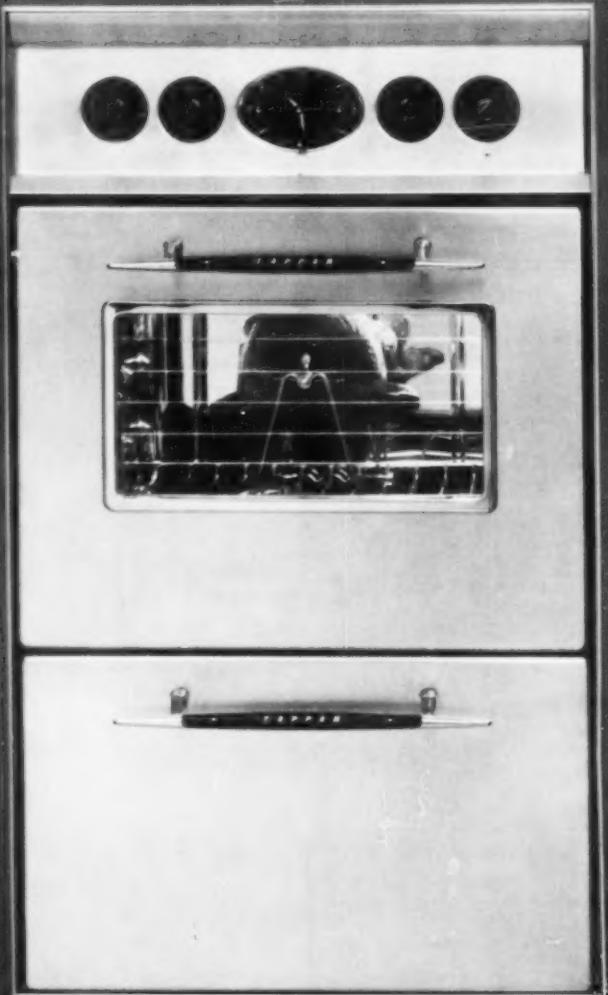


ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





QUICK FACTS about today's biggest selling built-ins

TAPPAN

Mail this post card
for more information



B U S I N E S S R E P L Y M A I L
First Class Permit No. 3 (C.F.R. 34.9), Mansfield, Ohio



THE TAPPAN COMPANY

DEPT. AB 12-9

MANSFIELD, OHIO

ATTENTION: MR. KEN BERKEY

Quick Facts to help you sell your kitchens with Tappan built-ins!



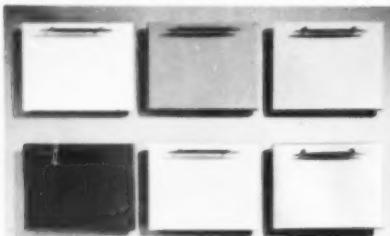
Tappan styling's got 'em all beat! Gas and electric models are exact look-alikes!



Tappan's self-vented 'Fabulous 400' looks built-in but isn't—no rough cut-outs!



'Debutante 400'—newest styling in compact 30"-self-vented!



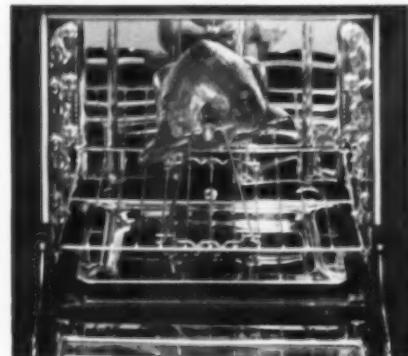
Copperloy, Lusterloy, 4 more beautiful colors!



Tappan Set 'N Forget burner ends pot-watching and scorching!



Gas and electric ovens, surface units fit same size cut-outs!



Rotisserie bastes meat automatically!



Oven Roast-Meater times roasts automatically!

Please supply me with complete specification, installation and model information on Tappan:

Built-in gas ranges Built-in electric ranges

The 'Fabulous 400' and the 'Debutante 400' Built-in Refrigerators

NAME _____

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CITY _____

ZONE _____ STATE _____

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built-in advertiser



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Who Can Say What Makes a Best Model House?



"It must be an exciting showcase that turns a prospect into a buyer," says JOSEPH B. MASON, Editor, AMERICAN BUILDER.



"It must demonstrate quality materials, plan, and workmanship," says JIM PEASE, Pease Homes.



"It must be well designed—that's fundamental," says GERALD GEERLINGS, A.I.A.



"It must be cleverly merchandised," says DAVE FOX Merchandising Committee.



"It must display extras like built-ins, equipment," says ERNEST B. NORMAN, National Home Week Committee.



"It must point up the hidden as well as the visible values," says BOB SCHMITT, Research Institute.

These Men Can

THEY'RE YOUR EXPERTS!

And for many long hours in a New York City hotel they sweated through hundreds of Best Model Homes entries. They checked your houses for outstanding exterior design, floor plan, construction methods, materials, equipment and merchandising techniques. Their goal? To

select 37 model homes under \$16,000, and from \$16,000 to \$40,000, best expressing the purposes of National Home Week. Result of all this painstaking effort? A big special award, three top award winners, and 15 award-of-merit winners in each of the price categories.

Here are the Best Model Homes they chose



AMERICAN
BUILDER
AWARD

FIRST GRAND PRIZE

Builder: Bob Scarborough

Place: Haddonfield, N.J.

Price: \$15,500 (without land)

The judges say: "This colonial is a terrific value. The buyer gets the roominess of a two-story house; and privacy, without sacrificing the pleasures of indoor outdoor living. He also gets one and a half baths, three bedrooms, a living room and a dining room, kitchen, laundry room, and work shop. An added bonus is a terrace opening from the family room and kitchen at the rear of the house. Other features include a range, oven, disposer, fan, dishwasher. And the whole package comes in a planned community with a swimming club, lakes, medical center and school sites—all just 20 minutes from Philadelphia."



Bob Scarborough's Salem will be our Blueprint House for January. In February, we'll present Clayton Powell's home as Blueprint House.

AMERICAN
BUILDER
AWARD

FIRST GRAND PRIZE



Best Model House under \$16,000



CURB APPEAL: The house is one of four models in a planned colonial community on the site of an old farm. Realistic colonial touches abound: shutters that look as though they could close, coach lamps, small-pane windows.

The salt-box roof adds to the Colonial image. Scarborough bucked a split-level trend with the house. It's one of the first two-story models tried by a development builder in his area. But sales since opening support his judgment.

over \$16,000

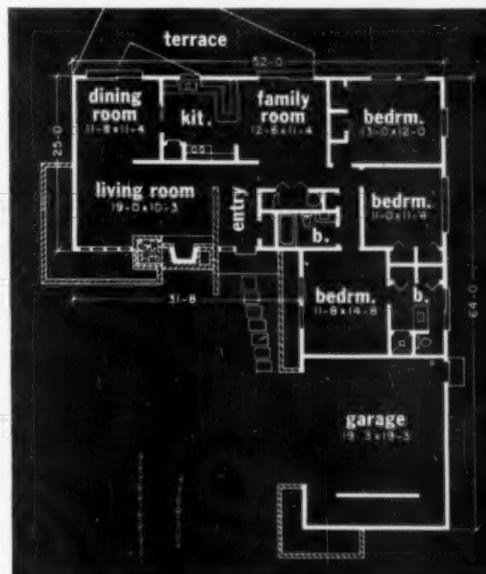
Builder: Clayton Powell

Place: Savannah, Ga.

Price: \$19,900 (with land)

The judges say: "This development builder has an outstanding contemporary. Its rangy design includes many custom touches—a built-in vacuum-cleaning system, intercoms, sliding glass doors, a private solarium, and a fireplace."

FREE FLOWING: "L"-shaped plan separates sleeping areas from living areas. Four glass doors accent indoor-outdoor living: two open a master bedroom suite to a private solarium; two more open the entire living area back of the house to a rambling patio enclosed by a rustic wood fence.





AWARD OF DISTINCTION over \$16,000



Builder: Joseph L. Eichler

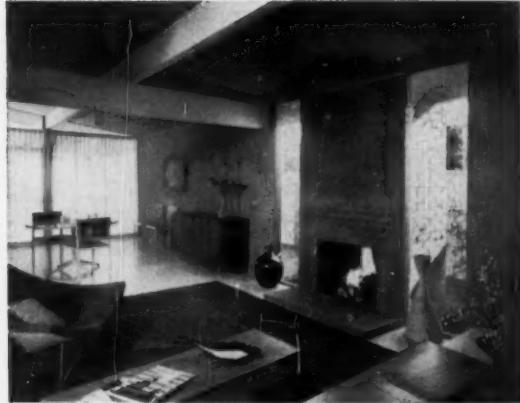
Place: Sunnyvale, Calif.

Price: \$19,200 (without land)

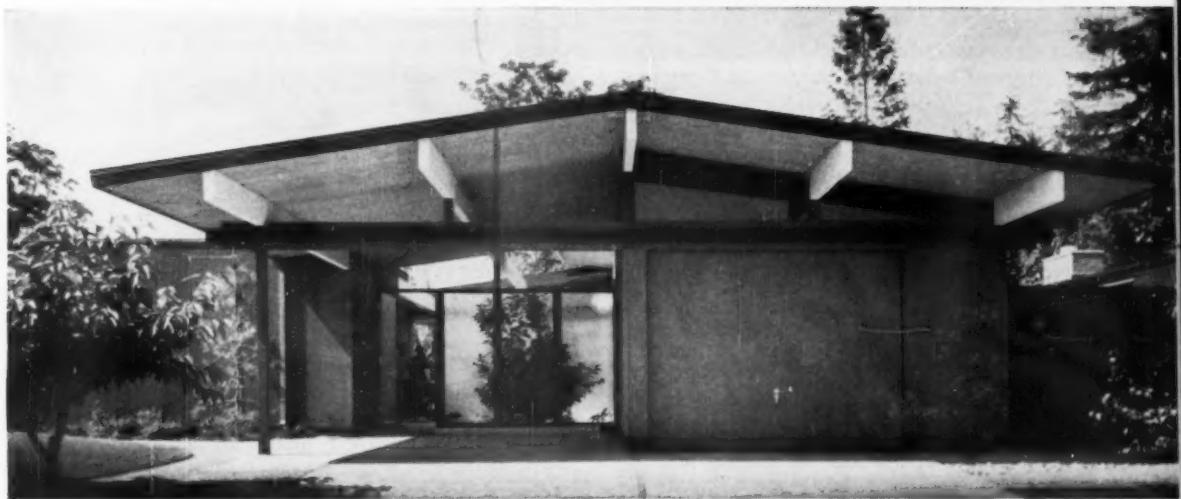
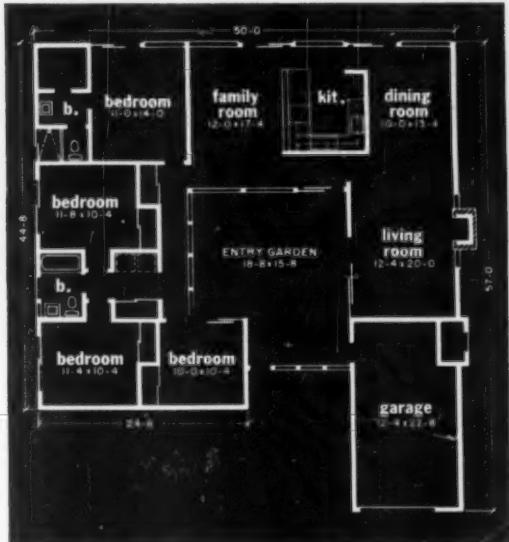
The judges say: "Glass sells this contemporary. It integrates the house with its natural surroundings, and figures in the economy of design, too. Glass walls envelope an open-sky courtyard on three sides to create a focal point for a strong indoor-outdoor living motif. Post-and-beam construction provides a natural framework. One fine feature is a single-car garage alongside a single-car carport—this idea should interest even the one-car family because of the bonus utility space. Other features that contribute to the total contemporary effect include wide overhangs, gently sloping gables, and plywood siding. Over-all, you have to call this a pleasing house."



BREEZY PLAN: wrap-around floor layout focuses attention on open-sky inner courtyard. Plan makes maximum use of space-creating glass without sacrificing privacy. Entertainment areas are zoned off from sleeping and living areas. Master bedroom—actually a suite—features a sliding glass door that leads to a private patio. Central bath/utility core services cluster of three large bedrooms.



VARIETY: windows flank fireplace on both sides, break flat plane of living-room wall. Rugged post-and-beam construction counterpoints lightness of glass curtain wall.



WIDE OVERHANGS, obscure glass panels, create a striking entrance effect. Garage doors echo the theme of restraint.



AMERICAN
BUILDER
AWARD

AWARD OF DISTINCTION under \$16,000

Builder: Centennial Construction Company

Place: Dallas, Tex.

Price: \$15,550 (without land)

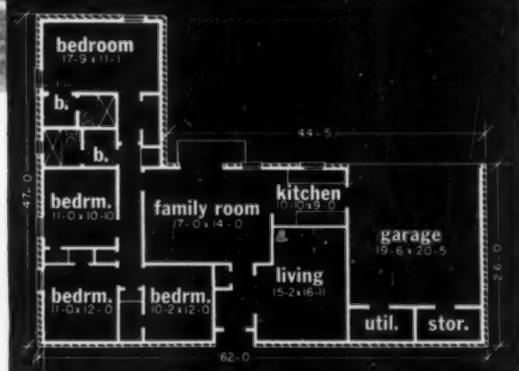
The judges say: "These builders went all out on styling. They obviously anticipated a national shift to colonial. So their designers cleverly put a traditional envelope around a functional floor plan and promoted the house as a colonial. They gave the house the full professional treatment, too, from design consultants to professional advertising men. These extra efforts show up throughout the house."



SMART INTERIOR: professional interior decorator carries colonial theme indoors. Builder, however, adds modern built-ins and equipment to give buyer an up-to-date house that has a comfortable, lived-in look.



SPACIOUS PLAN: design centers around a big family room that opens through sliding glass doors to a rear patio. Corridor kitchen complements a flexible dining arrangement. Big rear-entry two-car garage includes a spacious utility and storage area. Long corridor services and separates four bedrooms and two large baths.

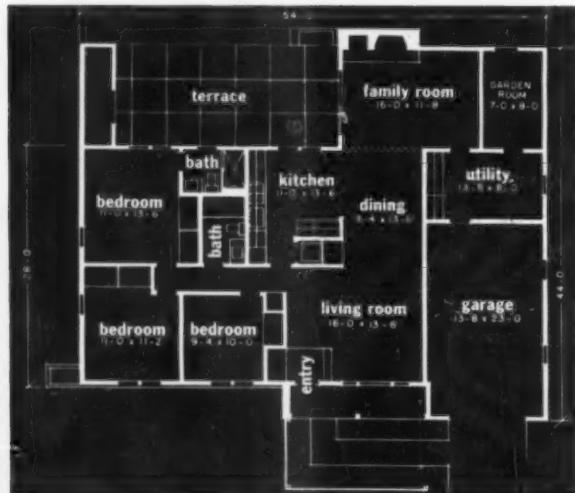


VARIED DEVELOPMENT: this rangy contemporary is one of four models the builders put up in the development. Full media promotion drew over 20,000 people to North Estates during opening week. Promotion went over

so well builders sold a total of 145 homes during the first 120 days in a subdivision designed for 245 houses. The Century Modern (above) sells for \$15,450 without land. Centennial sells lots at Town North for \$2,700.



FIRST AWARD OF MERIT over \$16,000



SPACIOUS LAYOUT: traditional exterior styling softens the functional floor plan of this contemporary. Family room butts spacious terrace, is naturally separated from the sleeping areas by the kitchen, dining room, and living room. Garage is backed by a spacious utility room and a handy garden-tool storage room. A two-bath utility

Builder: Gerholz Community Homes, Inc.

Place: Flint, Mich.

Price: \$22,000 (without land)

The judges say: "Talk about equipment? Just look at what this builder includes for the price of this house. The all-electric kitchen contains a built-in dishwasher, disposer, oven, cooking top, refrigerator, and freezer. The laundry has an automatic washer and dryer. Other selling extras include: intercoms, thermopane windows, prewired telephone and TV outlets, drapery and carpeting, luminous ceiling panels, valance lighting, skylights, and fully landscaped lots. The large (300 to 600 sq. ft.) patio has a built-in barbecue."

core services the three bedrooms. Second door in master bedroom opens to the terrace. Fluid traffic plan makes for easy movement in the living area, complements flexible dining plan, doesn't disrupt private zoning of the three-room sleeping area. Concrete walkway juts from driveway, moves parallel to house and elbows around to door.

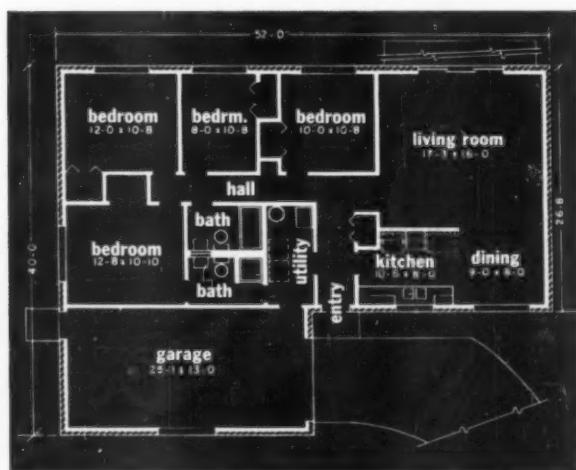


FIRST AWARD OF MERIT under \$16,000

Builder: Huber Homes, Inc.

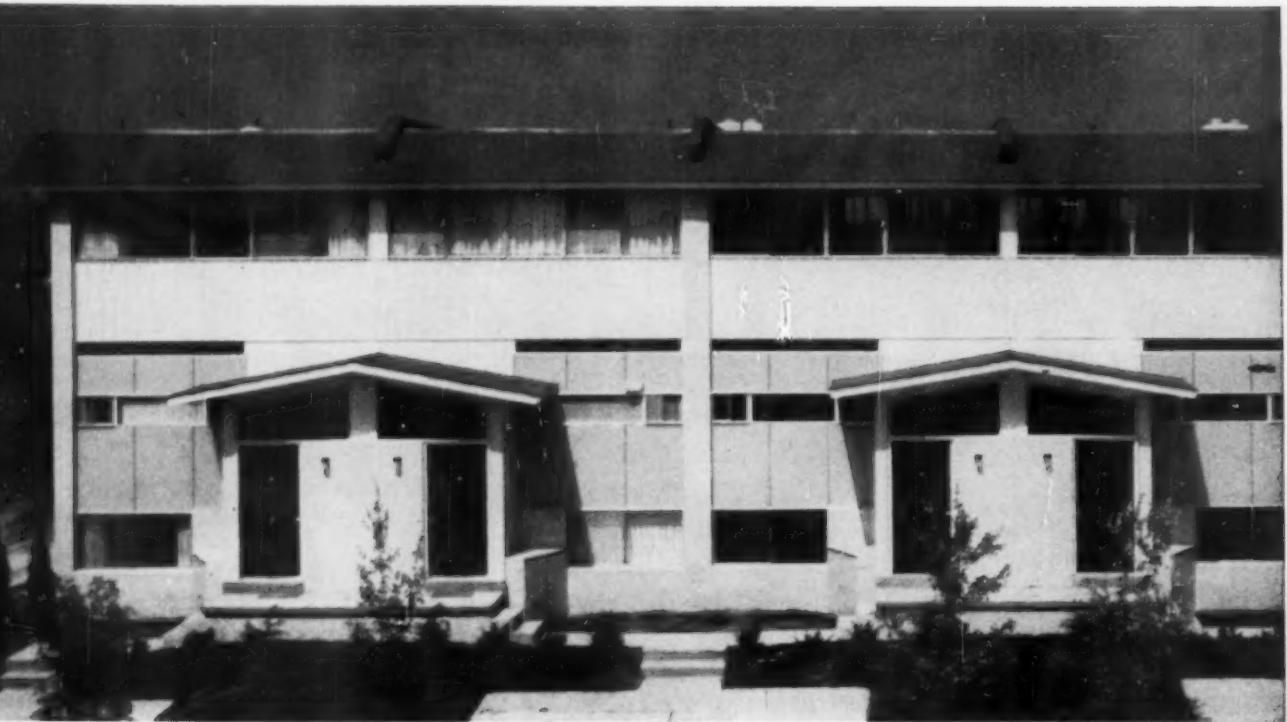
Place: Dayton, Ohio

Price: \$11,995 (without land)



COMPACT PLAN: design economies (such as putting the kitchen in front of the house to eliminate a rear entrance) enable the builder to offer his buyers 1,400 sq. ft. of living area. The house, for the money, boasts an unusually spacious living-dining "L." Four big bedrooms surround a two-bath utility core. The garage at the front of the house

acts as a street-noise baffle for the sleeping area. Driveway doubles as a walkway; cuts construction costs; permits builder to add terrace to the back of the house. Sliding glass doors separate the terrace from the living area. Brick-veneer walls rest on concrete grade beams that enclose the slab. Layout proves highly economical.



SPECIAL AWARD: an outstanding

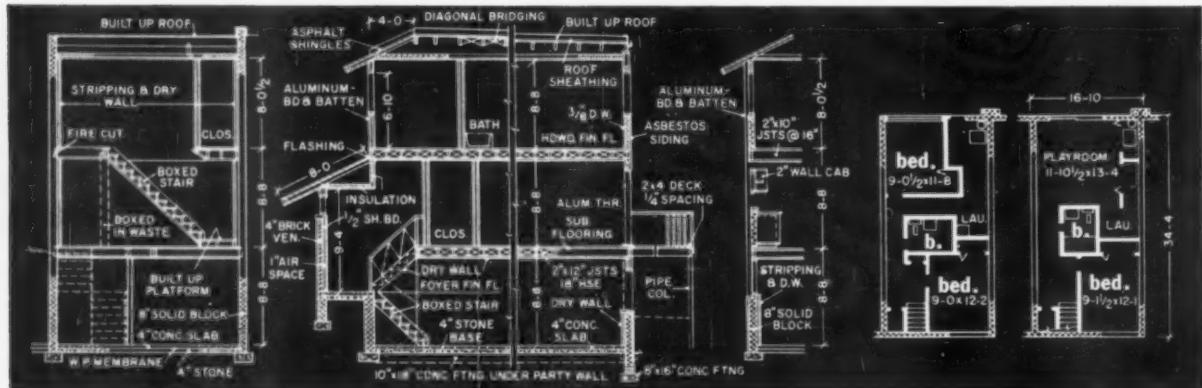
**AMERICAN
BUILDER
AWARD**

Builder: Franklin Builders

Place: Wilmington, Del.

Price: \$11,990

The judges say: "We couldn't pass these houses by. They represent a sound advance in row housing and seem to us a fine answer to housing geared for open occupancy. They solve many relocation problems facing plan-





CROSS STAIRWAY: stairway treatment eliminates unsightly corridor effect common to old-fashioned railroad-type flats.

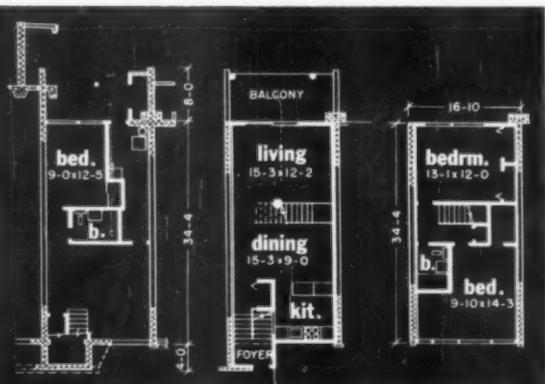
SMART LIGHTING: kitchen wall doubles as facade, making possible natural lighting above and below the wall-hung cabinets.

row house

ners of urban redevelopment and slum-clearance projects. Their most striking feature is the imaginative use of space despite limitations of 16- to 18-ft. lots. We can't commend them too highly. Builders can profit by them."



FLEXIBLE DESIGN: town-house effect divides living functions vertically: basement doubles as utility and play area; first floor is a family area; top floor contains sleeping quarters. Flexibility begins in the basement. Possibilities include a bedroom and playroom, two bedrooms, or a bedroom and a garage. Imaginative use of space becomes more apparent on the first floor, where cross stairway eliminates railroad-flat effect. The stairway rises to the top floor to service three spacious bedrooms and a bath. Cross sections illustrate economy of design and construction that makes possible \$11,990 to \$13,990 price range. Also, off-street parking is provided for the entire development. This adds attractive selling feature to the houses.





AWARD OF MERIT

These builders compete—and succeed—in the industry's toughest market



JUDGES COMPLIMENTED the "well disciplined" look of this \$23,400 (with land) model. Long porch, dormers, columns, combine to give home an impressive look. Builder is **Cornell Development Corp.**, Riverton, N.J.



SPACE was the primary consideration in this Florida home. It's fully air conditioned, has a pool, and plenty of space for entertaining. Builder **Perry E. Willits** of Miami Shores prices it at \$22,250, including the pool.



STORY-BOOK STYLING still sells well in California, and **Bilmar Homes, Inc.**, Woodland Hills, is giving their customers what they ask for. This model, at \$19,500 without land, also gives lots of space for the money.



MASSIVE ROOF, with novel clerestory strip, gives this \$20,900 (with land) a low-slung look. Concrete strips avoid giving a paved look to the patio. Builder is **Conejo Valley Development Co.**, Thousand Oaks, Calif.



CONTEMPORARY turns its back to the street—makes effective use of glass, post-and-beam construction. Board-and-batten siding eases "horizontal" effect. Priced: \$26,875. Builder: **Schwartz-Yedor**, Beverly Hills.



CONSERVATIVE STYLING is the strongest selling point for this Savannah colonial. Tuck-away treatment of garage gives a sense of spaciousness. The model is priced at \$19,500 without land. Builder is **John Ahern**.



JUDGES FOUND the \$18,325 (w/o land) price tag on this model hard to believe. Living areas focus on cantilevered deck; split-level design makes maximum use of space. Builder is **E. B. Vaughters** of Seattle, Wash.

WINNERS: over \$16,000

TRESTMAN REALTY, of New Orleans, offers this compact model at \$16,800 without land. Used brick gives the spacious home a substantial look. Judges were impressed by its easy maintenance features.



SWEEPING ROOFLINE gives sense of space to this California contemporary. Extended roof shelters entry, covers storage wall, frames enclosed patio. Price: \$24,300. Builder: **Harlan Homes**, Broomfield Hts., Calif.



RISING LAND PRICES have promoted a trend back to two-story homes. Judges thought this \$20,000 (without land) model a good example of current efforts. Builder is **George M. Holstein**, Costa Mesa, Calif.



YOU CAN BARELY SEE the house for the trees. But builders **Beir-Higgins** of Allendale, N.Y., are among those who believe that existing trees are an effective sales tool. The judges agreed. Price is \$25,900 (w/o land).



DESIGN has always been the strong-point of Don Scholz' homes, and his "Mark '59" is considered the bellwether of the prefab industry. This one, at \$24,000 without land, takes a prize for Toledo's **Valleybrook Homes**.



NEAT LINES of this \$19,450 (w/o land) model in Palo Alto, Calif., confirm trend away from gingerbread. Spacious floor plan, shake roof, smartly scaled exterior swung the judges. Builder is **Brown & Kaufman**.



PEOPLE IN FT. WAYNE say, "Nobody builds better homes than **the Worthmans**." Judges saw the cutaway wall sections in this \$22,625 model, were impressed. Masonry veneer is flowerpots set in mortar.



OVERHANGING EAVES give sheltered look to entry of this model. "L"-shaped plan separates sleeping and living areas. Judges felt \$20,750 (w/o land) price represented real value. Builder is **Walter Liese**, San Antonio.





AWARD OF MERIT

**The common denominator in these homes
is quality—in design and construction**



POST-AND-BEAM construction cut framing costs in this California model. Builders, **Lincoln Lumber Co.**, Oakland, used variety of materials to create handsome entrance. Home is priced from \$11,250 exclusive of land.



SIXTEEN alternate elevations are available for this solid model. Priced at \$12,000 without land, it offers a thousand sq. ft. of living area. The garage doubles as a play area. Builder: **Bollinger-Martin**, Louisville.



TEXTURED ROOF gives this house a massive feeling. Price is \$15,100 (without land) in Gardena, Calif. Builder is **Leo J. Shanahan and Sons**. Judges liked use of garage as a sound baffle for sleeping area.



HERE'S an unusual split. High-rise post-and-beam framing let the builders add a carport and improve the scale of the home. The model is priced at \$15,700. It's built in Reading, Mass., by **Massachusetts Builders**.



MANY CONSIDER John Long the Southwest's most savvy builder. This Phoenix, Ariz., model shows you why. It's priced at \$12,665, sports a cedar shingle roof (popular in the area), boasts lots of living space.



JUDGES FELT this spacious model (\$15,990 without land) was an excellent buy. An unusual feature in this price range is the tile roof. **Rutenberg Construction Co.**—Clearwater, Fla.'s biggest—is the builder.



JUDGES THOUGHT this \$15,400 (without land) model was extremely well built. Imaginative treatment of entry and windows belie moderate cost, give the house a disciplined look. Builder: **Tricon Ltd.**, Sarnia, Ont.

WINNERS: under \$16,000

STRIKING COMBINATION of stone, glass, and exposed-beam construction caused judges to cite this entry by **Branden Enterprises**, Hollywood, Calif. The house sells for \$12,995 without land—and is well worth it.



CLEAN-CUT STYLING of this model enthused the judges. Priced at \$10,375 without land, it offers a functional plan, plenty of space. Ease of maintenance is another sales feature. Builder is **Janis Co.**, No. Miami.



CONCRETE-BLOCK screen gives luxury touch to this San Antonio model. Home offers 882 sq. ft. of indoor area for \$10,350. Patio around two sides of house adds 400 sq. ft. Builder: **Ray Ellison Homes, Inc.**



THIS HOUSE was efficiently planned, efficiently built, the judges said. It offers substantial living area for \$14,-850, without land. Builders **Braun and Aldrich** find it sells well in discriminating north Illinois.



THIS COMPACT MODEL sells for \$8,250 with land in Canton, Ohio—less than \$10 per sq. ft. of living area. The home has three bedrooms, and an 18'x11'-6" living room. Builder is **Arnell Construction Co.**, Canton, Ohio.



THE JUDGES AGREED that this model represented a good buy at \$10,-750 (excluding land). Effective use of space is its strongest selling point. Builders are **Bruscino Eastgate Gardens, Inc.**, Bay Village, Ohio.

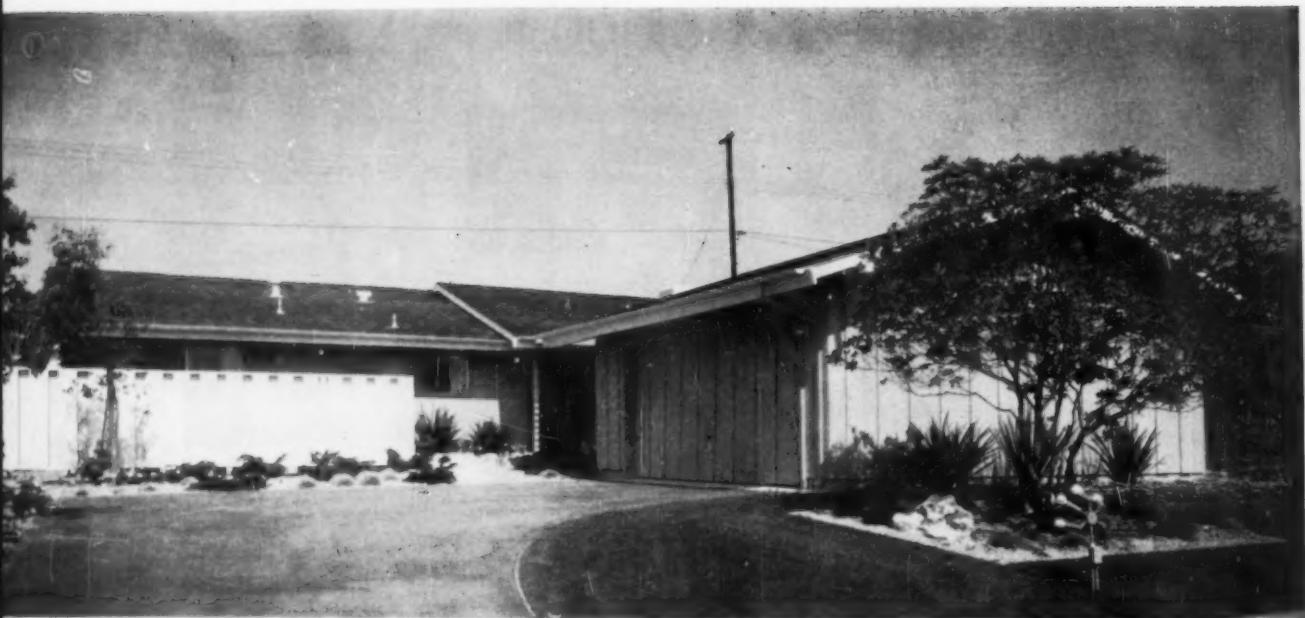


THIS IMAGINATIVE MODEL (\$8,150 without land) has four bedrooms, 1-3/4 baths, two large storage areas. Builders, **Lusk Homes**, of Tucson, Ariz., believe in providing space, letting owner choose appliances.



TEXTURED BRICK gives a rugged appearance to this Texas ranch (\$14,-250 with land). Living area is centered around a rear patio; "L" shaped plan separates living and sleeping areas. **Beck Const. Co.**, Odessa, Tex.





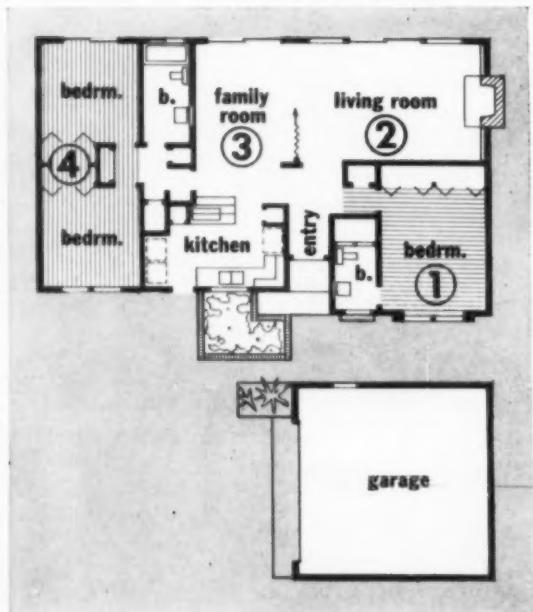
"MANDALAY" turns a simple, well screened face to the street. Living area is in rear.

WHAT

HOW

AMERICAN
BUILDER
BLUEPRINT
No. 269

A house divided makes a salable floor plan



How important is a good floor plan to a model house? Very, said the judges in AMERICAN BUILDER's 1958 Best Model Homes Contest. To prove it, they awarded a next-to-the-top prize to this well-laid-out ranch.

Key to the flexibility of this plan lies in splitting the sleeping areas. Architects Harris, Rice, and Campbell of Los Angeles moved the master bedroom and its bath to the formal end of the house, put the family room and kitchen across the middle. Result is a living area that can be opened wide for entertaining or closed to separate children and adults, and a sleeping plan that gives complete privacy to the master bedroom.

Grandview Building Co. builds this house in Palos Verdes, Calif., sells it for \$18,200, not including land.

FLOOR PLAN is divided into four distinct areas: master bedroom suite (1), formal living room (2), family room and kitchen area (3), children's sleeping area (4). Note the excellent traffic flow pattern.





FRONT ELEVATION

卷之三

REAR ELEVATION SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

12-59

SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N.Y.





FLOOR PLAN

CROSS SECTION A-A
SCALE 1:100

SCALE 1:100

CROSS SECTION B-B

SCALE 1/8"-1-0"

SECTION C-C

SECTION 3

SECTION D-D

卷之三

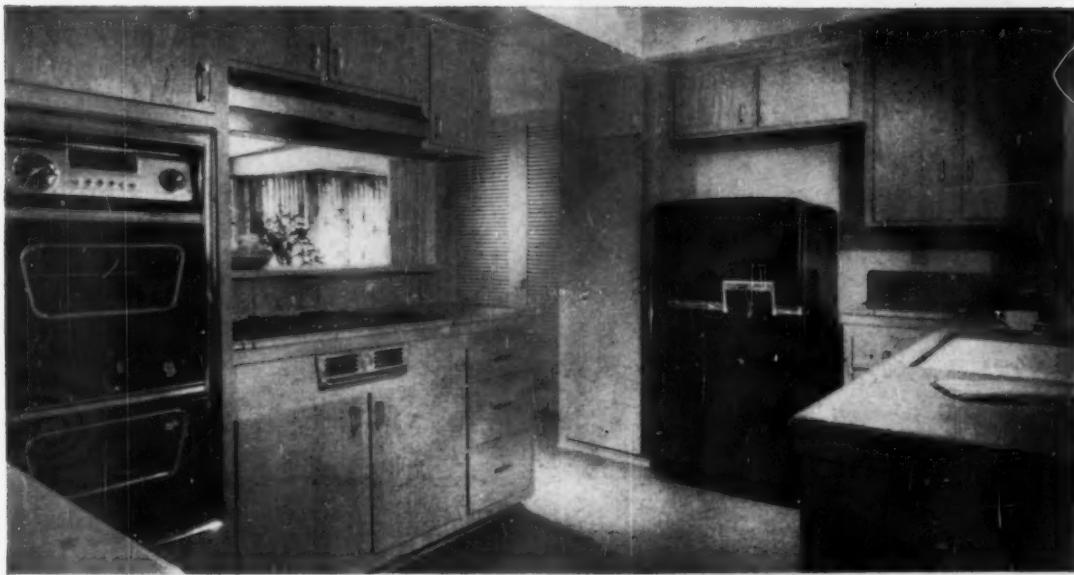
TYPICAL RAKE DETAIL

ELEVATION ③

SCALE 1:16 - 1-0



BLUEPRINT HOUSE No. 269, continued



VIEW OF THE KITCHEN from the back door shows a compact, workable arrangement. Pass-through leads to the family room, louvered doors open to the front entry.

**Brand-name products used
in the Blueprint House**

Lennox warm-air furnace
Alumi-Bestos heating ducts
Minneapolis-Honeywell heat controls
Schlage door hardware
Mission hot-water heater
RCA TV antenna jack and outlet
Del-Cor aluminum windows
Louvre Leader aluminum windows
NuTone door chimes
NuTone range hood and fan
Carlton sliding room dividers
Gaffers and Sattler oven and range
Gladding, McBean ceramic kitchen counter tile
Waste King garbage disposer
Thermoflow shower mixing valves
Thermader electric bath heaters
Universal-Rundle bathroom fixtures
Panaview aluminum sliding doors
Matico bath and kitchen floor tile
Super-Silent Scovill water closet bell cocks
Hallmark bathroom accessories
Gelvatek polyvinyl exterior paint
Price Pfister shower and shower rod
Price Pfister fireplace trim log-lighter valve
Permabilt medicine cabinets



FAMILY ROOM is seen here from the living room, with the kitchen in the far rear. Folding doors, shown at left, separate the two rooms for formal entertaining.

List of Materials for Blueprint House No. 269

AMERICAN BUILDER HOUSE No. 269

TOTAL HOUSE AREA
TOTAL GARAGE AREA

1,386 sq. ft.
455 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile
Earth Foundation Exc. & B'fill
Earth Hand Footing Exc. & B'fill
Earth Grade Beam Exc. & B'fill
Earth Crawl Space Leveling
Gravel 4" Floor Subfill
Water Encountered Drainage

6,330 sq. ft.
620 cu. ft.
305 cu. ft.
260 cu. ft.
1,330 sq. ft.
760 sq. ft.
Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Concrete Chim. & Wall Footings
2500# Concrete Chim. & Wall Footings Forms
2500# Concrete Grade Beams
2500# Concrete Grade Beams Forms
2500# Concrete Chim. & Found. Walls

155 cu. ft.
305 sq. ft.
75 cu. ft.
285 sq. ft.
310 cu. ft.

2500# Concrete Chim. & Found. Walls Forms	1,100 sq. ft.
2500# Concrete 6" Apron Slab O.G.	45 sq. ft.
2500# Concrete 4" Platform Slab O.G.	70 sq. ft.
2500# Concrete 4" Terrace Slab O.G.	220 sq. ft.
2500# Concrete 4" Garage Floor Slab O.G.	430 sq. ft.
2500# Concrete 4" Planter Slab O.G.	20 sq. ft.
2500# Concrete 6" Hearth Slab & Forms	10 sq. ft.
2500# Concrete 12x7" Step, Form & Finish	4 lin. ft.
2500# Concrete Floor Haunch	15 cu. ft.
Monolithic Floor Finish	430 sq. ft.
Monolithic Floor Float Finish	335 sq. ft.
Kraft Paper Floor Prot. & Curing	800 sq. ft.
Curb. & Grout Conc. Wall Rubbing	115 sq. ft.
Trade Items Sold-in	Sum

—STEEL ROD & MESH REINFORCING—

#10 Steel 6x6" Mesh Floor Reinforcing
#4 Steel .668# Rod Reinforcing

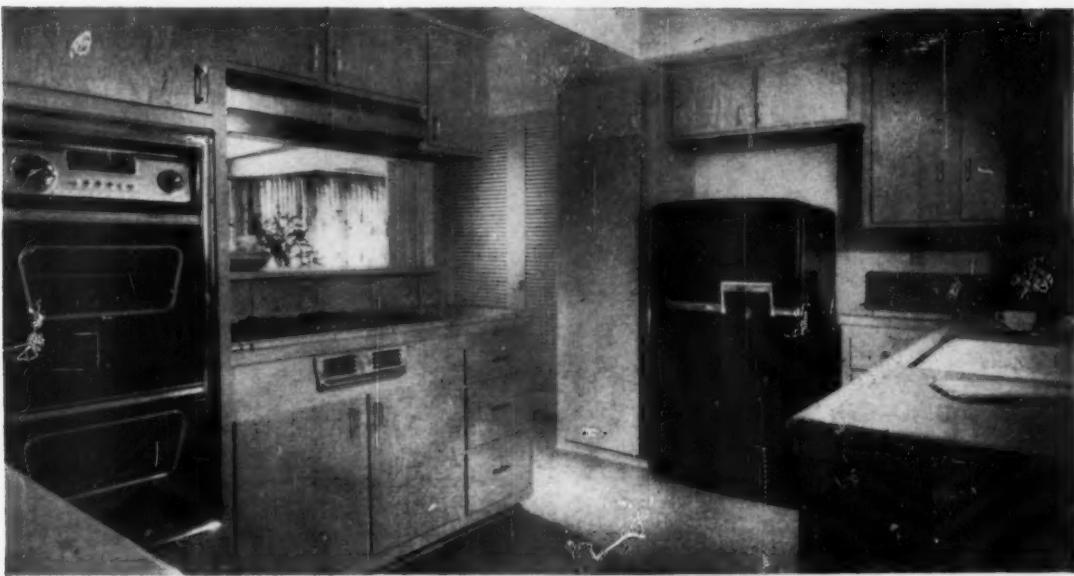
265 sq. ft.

55 lin. ft.

(Continued on page 136)



BLUEPRINT HOUSE No. 269, continued



VIEW OF THE KITCHEN from the back door shows a compact, workable arrangement. Pass-through leads to the family room, louvered doors open to the front entry.

**Brand-name products used
in the Blueprint House**

Lennox warm-air furnace
Alumi-Bestos heating ducts
Minneapolis-Honeywell heat controls
Schlage door hardware
Mission hot-water heater
RCA TV antenna jack and outlet
Del-Cor aluminum windows
Louvre Leader aluminum windows
NuTone door chimes
NuTone range hood and fan
Carlton sliding room dividers
Gaffers and Sattler oven and range
Gladding, McBean ceramic kitchen counter tile
Waste King garbage disposer
Thermoflow shower mixing valves
Thermador electric bath heaters
Universal-Rundle bathroom fixtures
Panaview aluminum sliding doors
Matico bath and kitchen floor tile
Super-Silent Scovill water closet bell cocks
Hallmark bathroom accessories
Galvalume polyvinyl exterior paint
Price Pfister shower and shower rod
Price Pfister fireplace trim log-lighter valve
Permabilt medicine cabinets



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List of Materials for Blueprint House No. 269

AMERICAN BUILDER HOUSE No. 269

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TOTAL GARAGE AREA	455 sq. ft.

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Earth Foundation Exc. & Fill	620 cu. ft.
Earth Hand Footing Exc. & Fill	305 cu. ft.
Earth Grade Beam Exc. & Fill	260 cu. ft.
Earth Crawl Space Leveling	1,330 sq. ft.
Gravel 4" Floor Subfill	760 sq. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

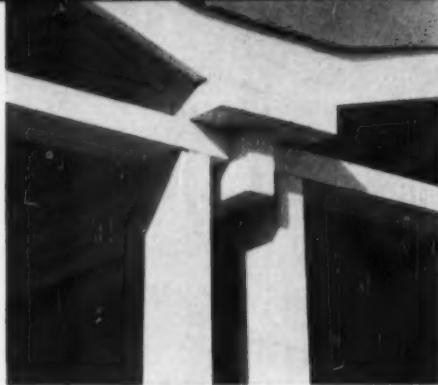
2500# Concrete Chim. & Wall Footings	155 cu. ft.
2500# Concrete Chim. & Wall Footings Forms	305 sq. ft.
2500# Concrete Grade Beams	75 cu. ft.
2500# Concrete Grade Beams Forms	285 sq. ft.
2500# Concrete Chim. & Found. Walls	310 cu. ft.

2500# Concrete Chim. & Found. Walls Forms	1,100 sq. ft.
2500# Concrete 6" Apron Slab O.G.	45 sq. ft.
2500# Concrete 4" Platform Slab O.G.	70 sq. ft.
2500# Concrete 4" Terrace Slab O.G.	220 sq. ft.
2500# Concrete 4" Garage Floor Slab O.G.	430 sq. ft.
2500# Concrete 4" Planter Slab O.G.	20 sq. ft.
2500# Concrete 8" Hearth Slab & Forms	10 sq. ft.
2500# Concrete 12x7" Step, Form & Finish	4 sq. ft.
2500# Concrete Floor Heunch	15 cu. ft.
Monolithic Floor Finish	430 sq. ft.
Monolithic Floor Float Finish	335 sq. ft.
Kraft Paper Floor Prot. & Cur'g	800 sq. ft.
Carb. & Grout Conc. Wall Rubbing	115 sq. ft.
Trade Items Set-In	Sum

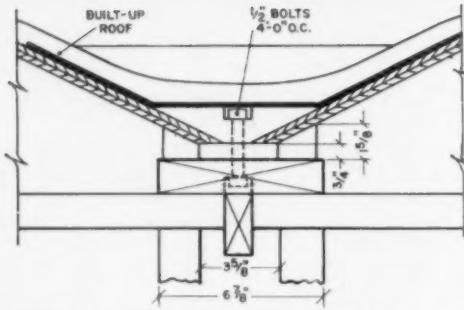
—STEEL ROD & MESH REINFORCING—

#10 Steel 6x6" Mesh Floor Reinforcing	265 sq. ft.
#4 Steel .668# Rod Reinforcing	55 lin. ft.

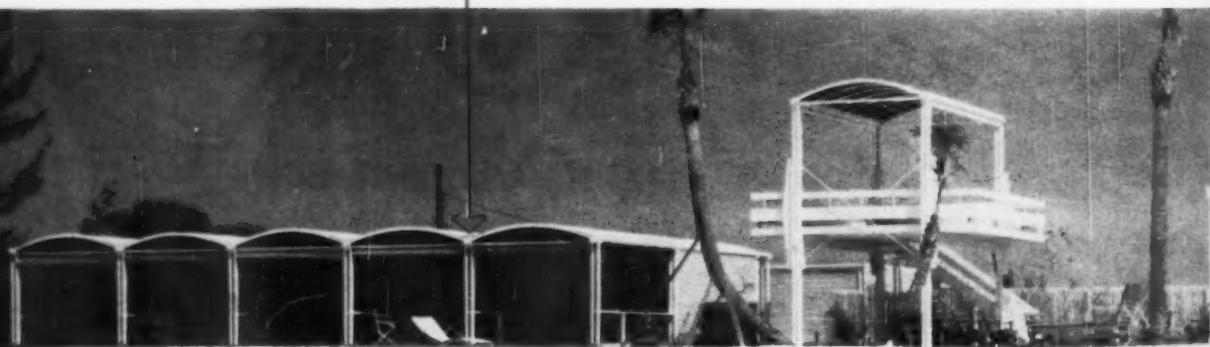
(Continued on page 136)



↑
HOW
WHAT



PRESSURE FROM $\frac{1}{2}$ " BOLTS, 4 ft. o.c., draws and holds 4'x10' plywood vaults to 2"x8" plates.



BUILT IN EARLY '50s, Sanderling Beach Cabana (Sarasota, Fla.) exemplifies Rudolph's pioneering in plywood shapes.

PLYWOOD

COMPONENTS... New shapes of things

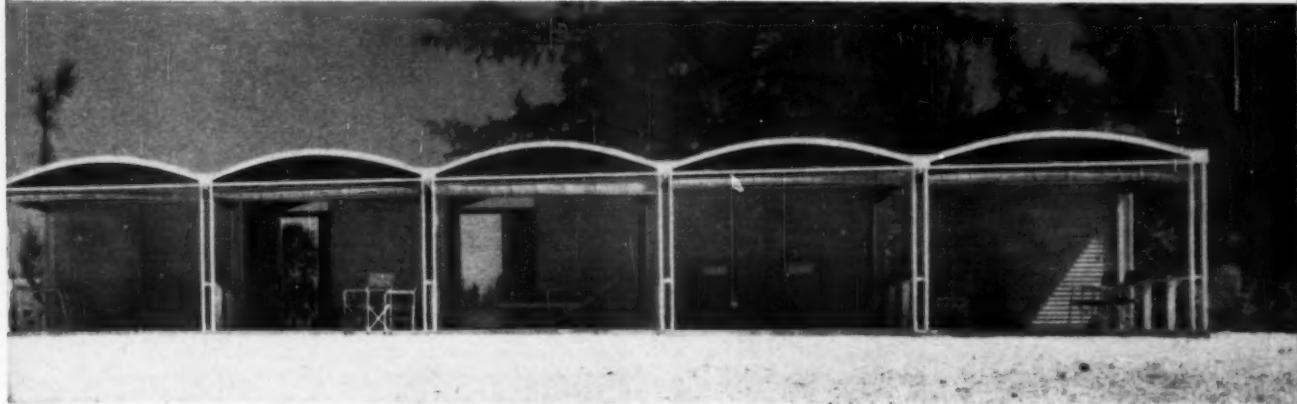


◀ VAULTS of Hook Beach House span 6'10". They were made by bending $\frac{1}{4}$ " plywood over a temporary frame. Two 4"x8" sheets were glued and nailed together, with joints lapping 2'.

GIRDERS 2 FT. THICK ▶ span 32 ft. to create a spacious living - family area. Projecting beyond the clerestory windows, the girders rest on porch columns, visible to the rear.

- No one doubts that houses will be built more and more of larger parts rather than small pieces.
- That's been the trend for years—will be for years to come.
- Today, one of the first "larger parts"—the 4'x8' plywood sheet—is being used to make even larger parts, or components.
- There's been a chain reaction—beginning with designers like Paul Rudolph...

All photos by Ezra Stoller, Rye, N. Y.



THIN PLYWOOD SHELLS span 10 ft., offer beauty, economy. They're made of 2 layers of 4'x10' sheets of $\frac{1}{8}$ " plywood.

to come in building

Photo below by Lionel Murphy, Sarasota, Fla.



Paul Rudolph (left, below)—head of Yale's architectural department—is one of America's most inventive designers.

In the photo, he's pointing out to AMERICAN BUILDER's Joe Ferche how he uses clerestory windows to make an advantage out of a disadvantage—the considerable depth of long-span box beams made of plywood.

"People thought we were out of our minds when we started using large stressed-skin panels and roof vaults of plywood," says Rudolph.

Yet today there is growing recognition that bending plywood into vaults—or gluing it over frames—brings out the maximum strength of the material (and gives economy, easy assembly, and simple, clean good looks).

First broad acceptance of plywood components has been in the light commercial field. Only now are components beginning to find their way into houses . . .



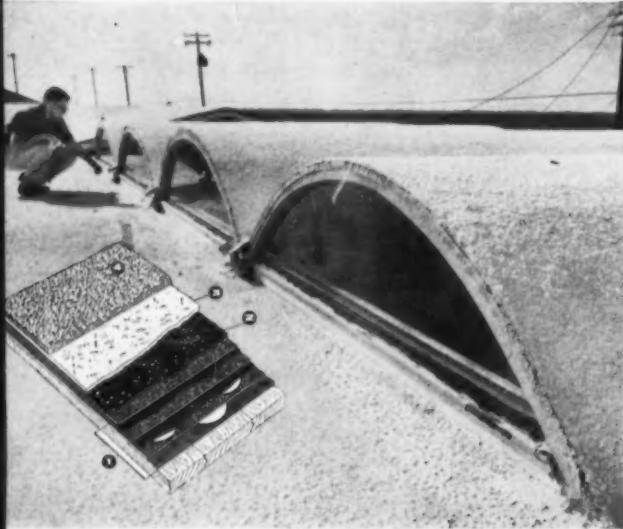
1 Warner and Don Fleishman—10-house-a-year builders—were quick to see how plywood vaults could contribute to a house. Here, they show editor Ferche how vault clerestories give openness and light to inside kitchen and family room. In this year's Houston parade, they

were given the theme: "Plywood and Plastics"—used plywood shapes in both vaults and box beams. "We'd never have gone to the trouble of site fabrication of the vaults if they were available locally at competitive prices," says Warner Fleishman. Yet the builders had no choice.

Small custom builder:

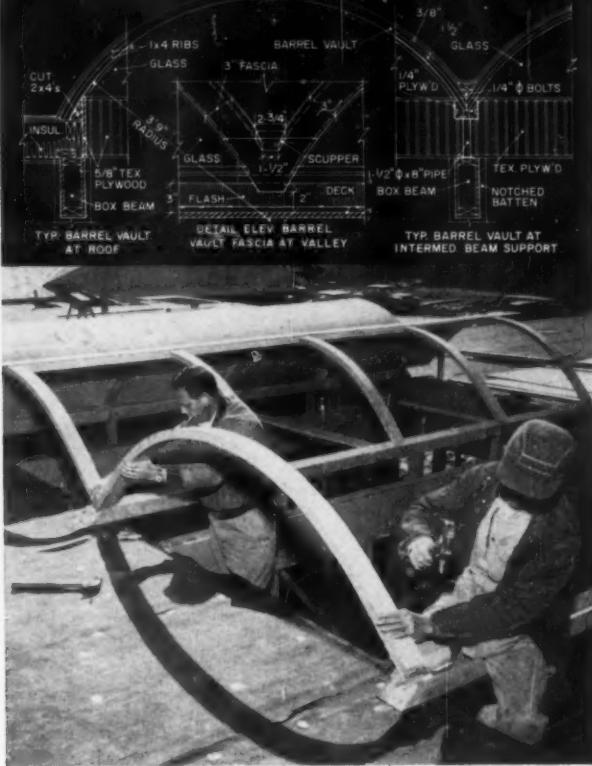
"Standardized parts don't mean

4 New plastic Ther-Mo Roof covers vaults. High insulative qualities, low maintenance. Cost Fleishmans \$17.50 a square. Future components will come coated with roofing—need only caulking. In sketch: 1. roofing felt; 2. asphalt, chips; 3. Ther-Mo liquid; 4. marble chips.



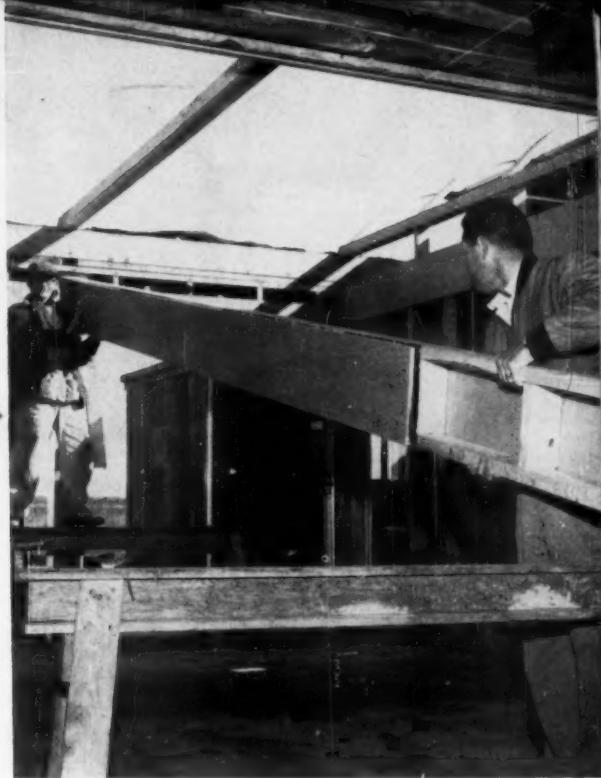
5 "We find, building in our price range (\$30,000 and up), we have to give our buyers something different," say the Fleishman brothers. "That's why we go to the trouble of detailing the ends of the projecting box beams with $\frac{1}{2}'' \times 5\frac{1}{8}''$ trim, use grilles for solar screening."





WHAT

HOW

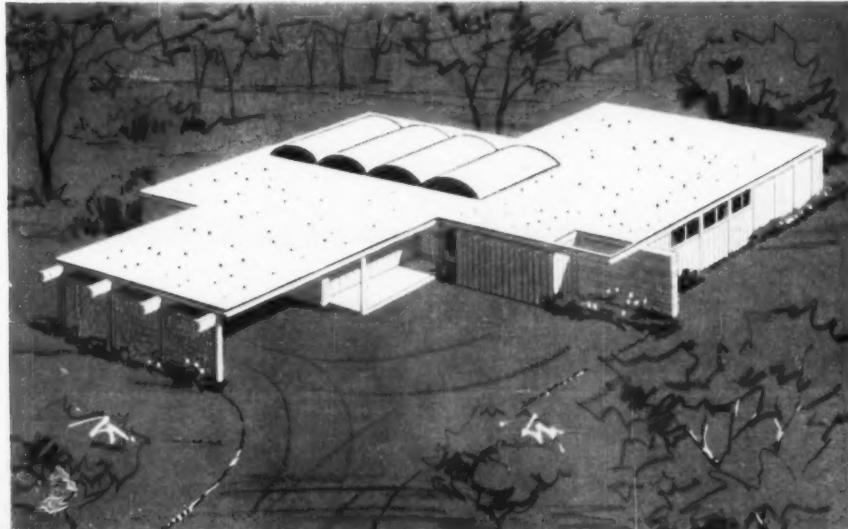


2 Lacking ready-made components, they laminated their own ribs (6 plies of $\frac{1}{4}$ " fir plywood), fitted them into beveled troughs—over which they bent and nailed $\frac{3}{8}$ " plywood sheets. Fleishmans admit it was hard to do with the labor they had, but claim effect was worth it.

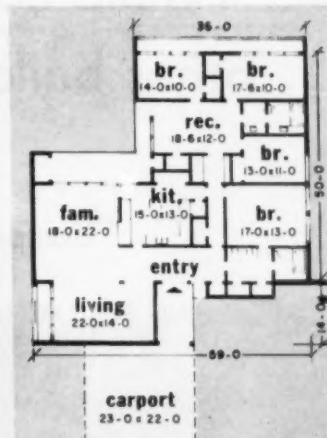
3 Much easier were plywood box beams. Two men made beams for the whole house in one day. (Temperature control was minimum in south Texas.) Beams are strong as two 2x12's, with one-third the weight. They support vaulted and flat roof areas.

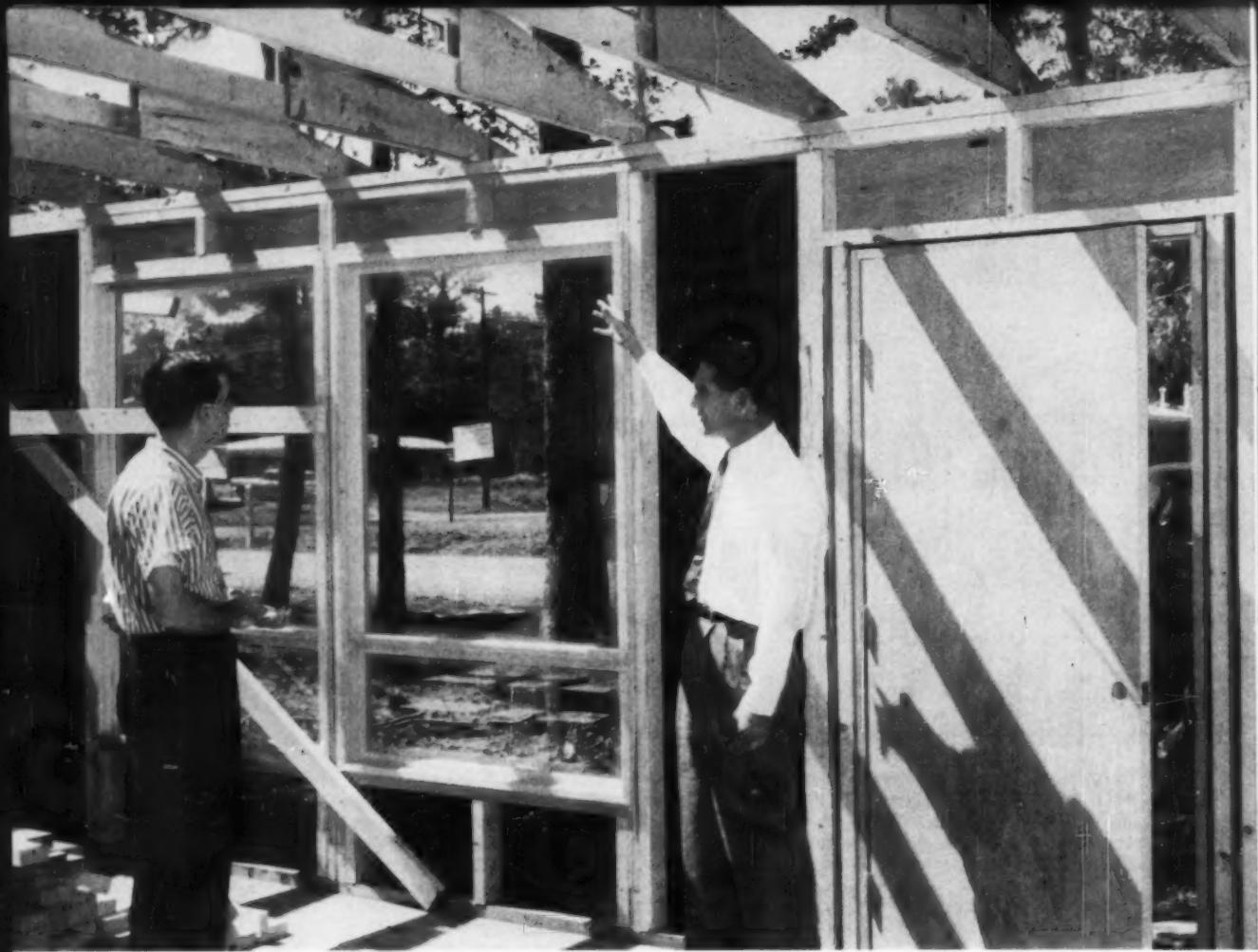
standardized houses"

6 Bird's-eye view and plan show how vaults were used functionally over inside family room and kitchen. Exterior-wall finish is Texture 1-11 with contrasting brick. Fleishman brothers look forward to the day when they can buy stock components they want locally. Components will let custom builders like themselves—who build on scattered lots—build with parts, still get the flexibility they need.



7 Centrally located kitchen is buffer between living-family areas, playroom and sleeping areas. Baths are convenient to both.





1 "My objective is to build a house in no days, with no people, with no dollars," Clayton Powell tells AMERICAN BUILDER. And this Savannah builder is coming closer and closer to his goal with plywood components. "In wall

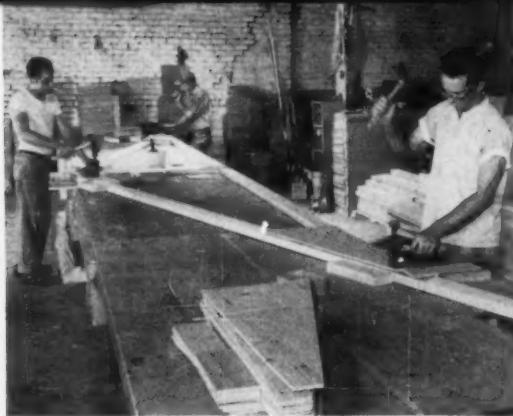
components, a thin plywood sheet does the work of double 2x6's or better over window and door openings. Our building operation is now geared to a 14-day schedule. With components, we're dried-in the first day."

100-house builder:

"I build components for myself and 15 other builders, too"

"Components don't limit me in the houses I build. They can be

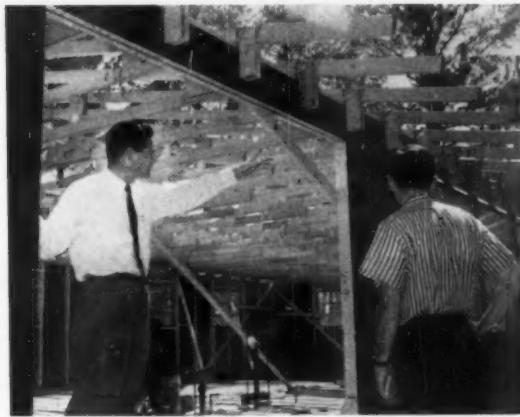




2 Powell builds components in his own shop (an old railroad warehouse). Advantages: less skilled labor, ideal arrangement of tools, jigs and materials, easy control of temperature and moisture for gluing.



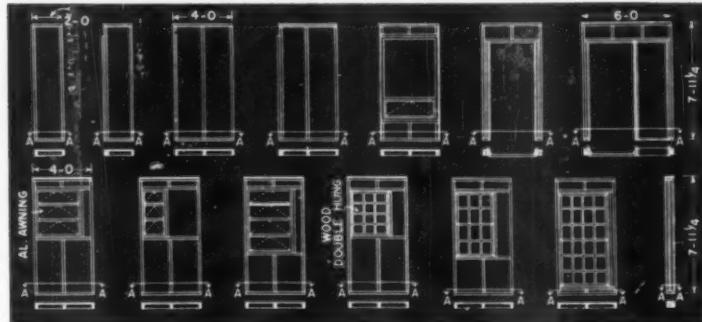
3 "Another reason our shop is efficient is that we stockpile components," says Powell. "That lets us maintain steady production. And, when an order comes in, we can fill it immediately."



4 "We're getting into an erector-set type operation," says Powell. "For instance, we plumb up one wall, then these truss-cleats automatically line up the opposite wall. Saves time, cuts mistakes."



5 If you produce components efficiently, you probably produce more than you need. Powell's components company sells to 15 other builders. Manager is Ernie Prow (right) formerly of National Homes.

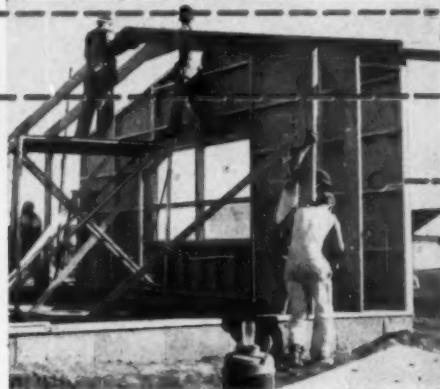
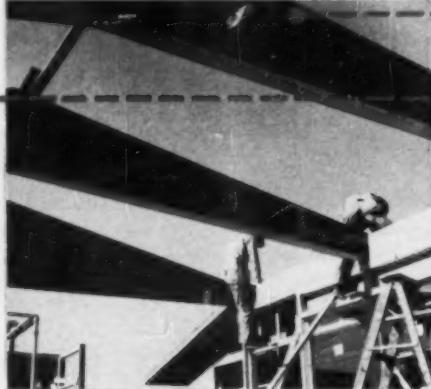
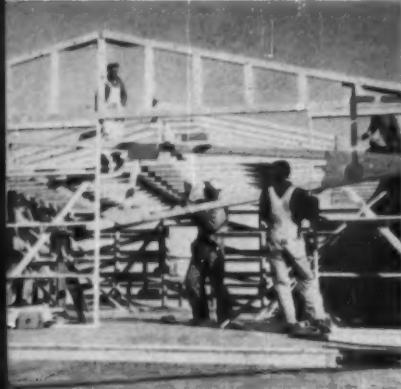
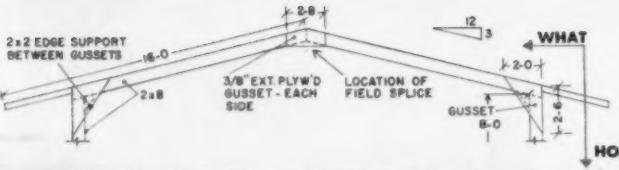
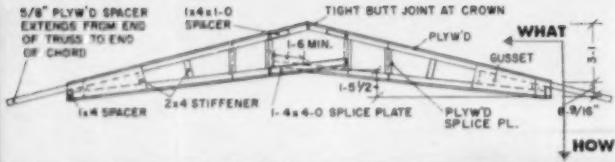


6

Small custom builders can buy Powell's components from catalog pages. They get an edge on their competition; they know what their on-site costs will be. Powell is expanding his line for the '60s. (AMERICAN BUILDER for Feb., 1960 will have details.)

big or small — ranch, colonial, modern, splits..."

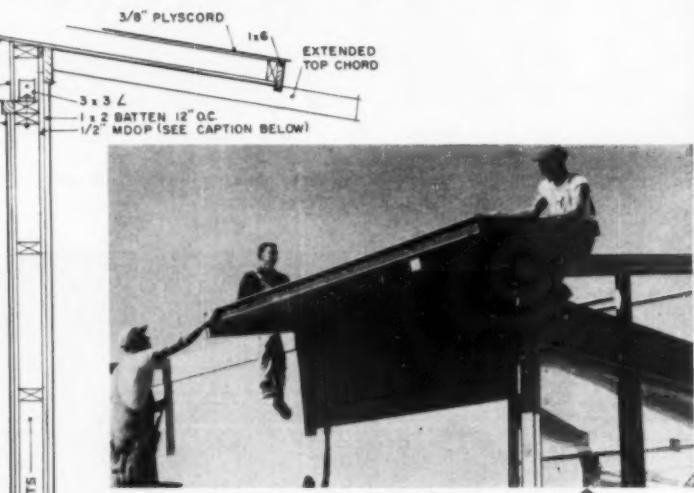
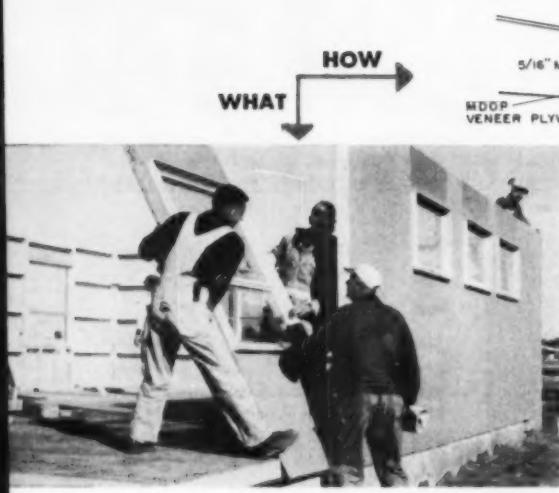




Lu-Re-Co components, available to builders through local lumber dealers, now include three types of roof components employing plywood. Left to right, they are truss, cathedral beam, and rigid bent. Beams are

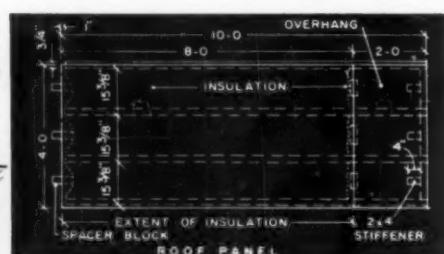
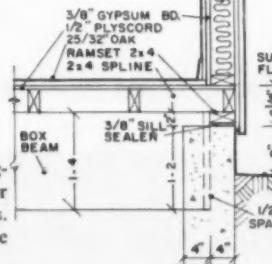
prefinished with a hardwood veneer, come divided lengthwise into halves for easier erection. Bents (used in house, right, for framing garage roof) lend themselves to low-cost farm construction as well.

New components fit Lu-Re-Co



3 Basic Lu-Re-Co component is a 4' bearing-wall panel. Normally, panels come with sheathing. Siding is applied when panels are up. Here a $\frac{1}{2}$ " plywood skin performs both functions.

4 Stressed-skin roof panels—also new to Lu-Re-Co—span 8' between cathedral beams. They're insulated. Top skins are $\frac{3}{8}$ " plywood. Bottoms are $\frac{5}{16}$ " treated plywood.



SECTIONAL VIEW from living-family area: new ceiling and floor systems complement Lu-Re-Co panels. "MDOP" indicates plywood surface was treated for painting.



2 Douglas Fir Plywood Association is building this research house (in Champaign, Ill.) in co-operation with Lumber Dealers

Research Council and Plywood Fabricators Service. It's a showcase for box beams, stressed-skin panels, rigid frames, and a panelized floor system.

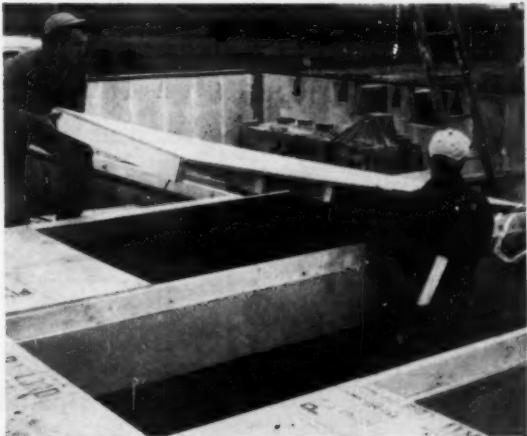
Its plan is zoned, with a quiet bedroom wing at left, living and dining wing in center, and garage at right.

system like a glove



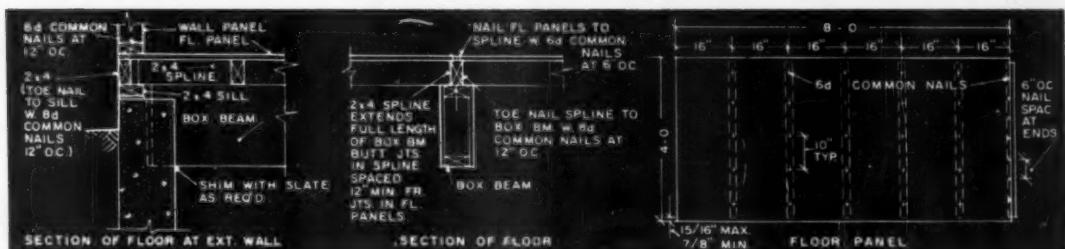
5 New "instant floor" system relies on hollow, light beams for support. Beams range in size from 12" to 16", depending upon their span (up to 24'). They are spaced 4' o.c.

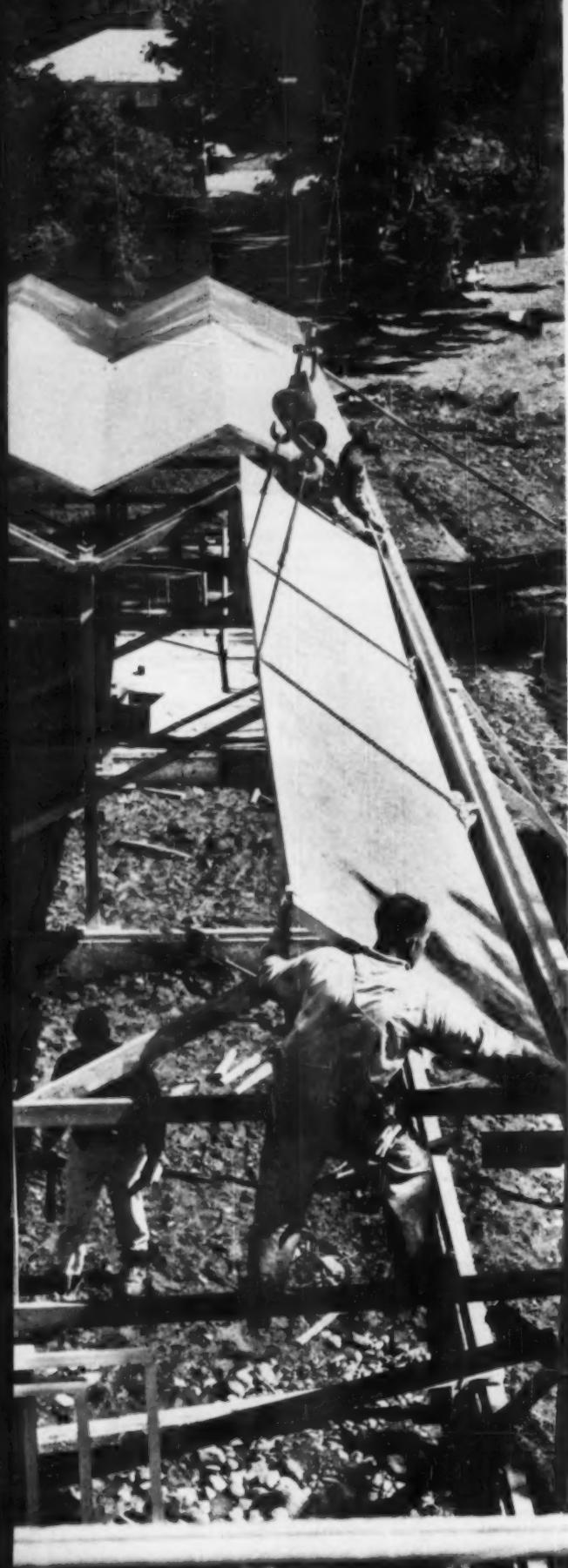
WHAT
HOW



6 2x4 ends of panels "catch" beam edges and butt 2x4 splines toe-nailed to tops of beams. To tie panels to beams, overlapping plywood panel is nailed to spline.

WHAT
HOW





1 In photo at left, a folded-plate roof goes up for a residence. Above, a vaulted roof unit for an apartment house comes out of the gluing jig. The larger the component, the more important that it be built in a shop, under controlled conditions.

With new



4 Moisture content of truss member is checked out by quality supervisor. It must not exceed 18% of manufacturer's specs for the glue. Prime requisite for membership in new quality control group is ability to manufacture to specifications.

... industry

AMERICAN BUILDER



2 One dome-like component roofs an entire classroom. Properly built, such components save time and money, last indefinitely. But 25 years' watch-dogging the plywood industry by the DFPA has underscored the need for quality control in fabrication.

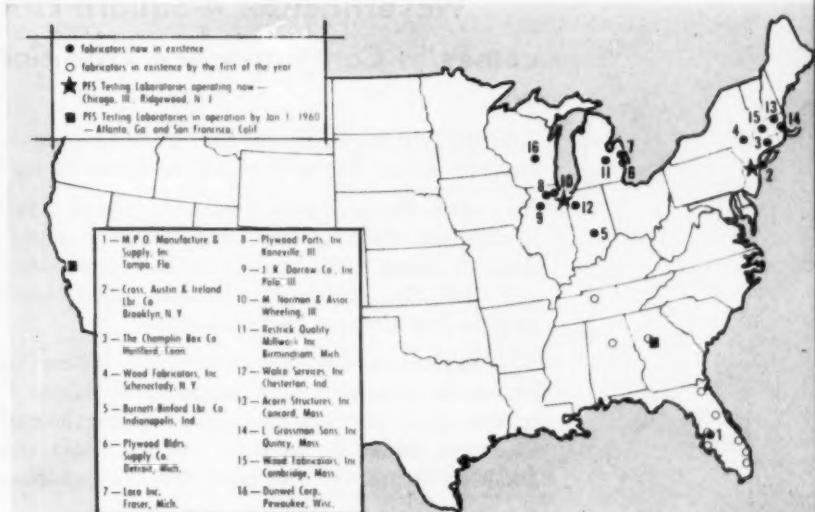


3 Small-town lumber yard serves as an outlet and assembly point for components for local drive-in bank. Diamond-shaped, stressed-skin panels were fabricated in a shop several miles away. Operations like this probably will become common.

shapes blossoming out all over . . .

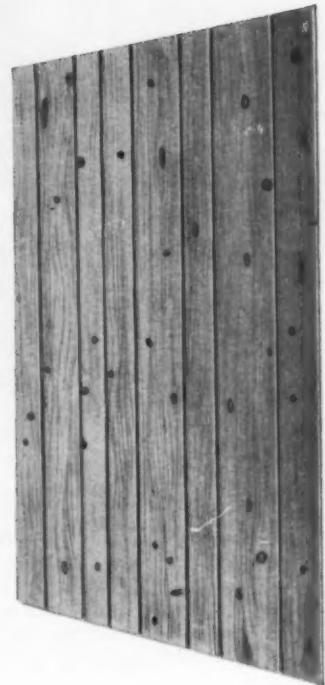
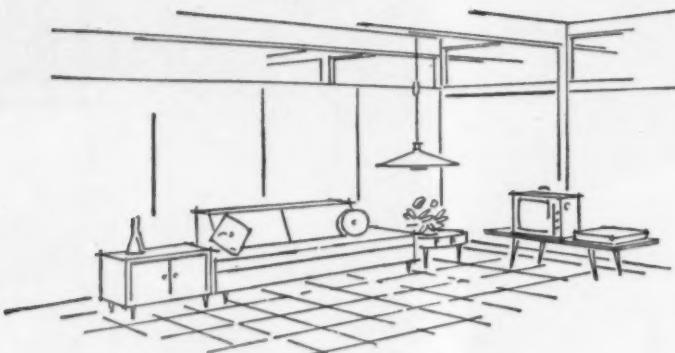


5 Roving quality engineers pull plugs from random panels at nonvital spots. If panel is substandard, fabricator's quality label can be withdrawn.



6 Map shows growth of DFPA's Plywood Fabricators Service, Inc., into a nationwide network of fabricators, supported by laboratories and engineering services. Pilot program started in March; membership has since doubled. PFS is a nonprofit affiliate of the Douglas Fir Plywood Assoc. It qualifies fabricators who prove they can produce components to rigid specs.

launches program to guard quality



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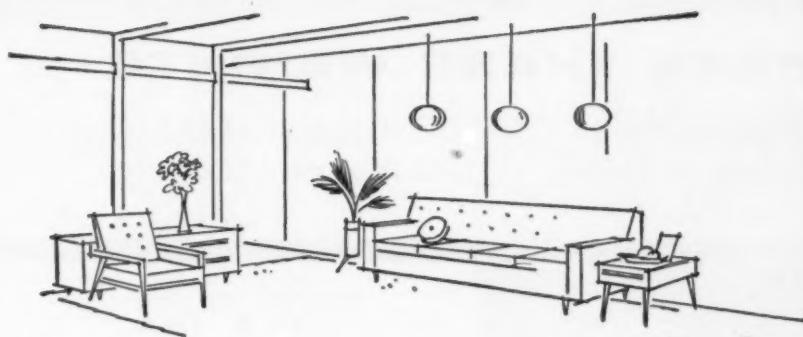
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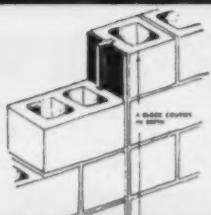
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**Three new ways
to partition,
screen, or fence
—either indoors
or out**

Decorative partitioning "will be a "big item" in 1960 homes. This cutout screening (which is old news to West Coast builders) has crossed the country to reach buyer acceptance everywhere. It can be bought in panels, or made of blocks or tiles. Materials range from concrete block to clay tile, ceramics, wood, aluminum.

The idea originated as a sun screener and was used outdoors. But now it's gone fancier, and in lighter materials makes a pleasant, airy, indoor divider.

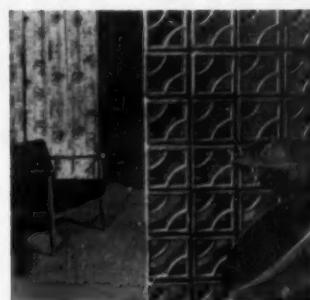
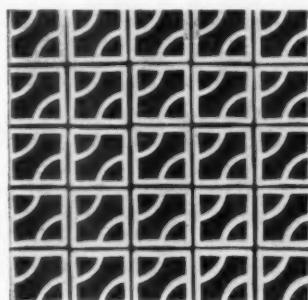
1 In aluminum—"Karvalum" screens can be ordered in quantity from two standard widths, 3' and 4', and two standard lengths, 8' and 10'. Thickness is $\frac{1}{4}$ ". Comes in variety of patterns. Can be anodized in gold, satin, copper, and in colors. See matching photo and details.

2 In ceramics—the "Vista-Flex" screen unit. Designed for interior or exterior use, it comes in six standard colors in high-gloss glazes. Standard 4", 8" sizes; custom shapes from 3" to 12". See photo.

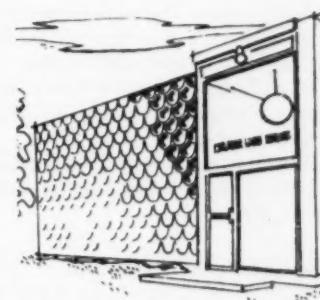
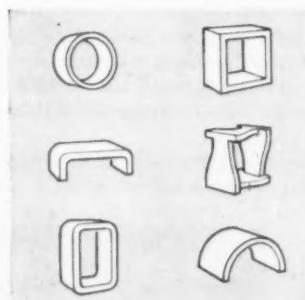
3 In clay tile—"Sol-R-Wal" solar screens. Six basic forms (see drawings, right) can be combined into any number of patterns. Use indoors or out.



1 ALUMINUM SCREEN is particularly good for the contemporary-styled house. This material calls for a minimum of maintenance. From Morris Kurtzon, Inc. (Circle No. D1, p. 102).



2 CERAMIC CURTAIN can take on any number of patterns from arrangement of only one type of Vista-Flex tile. High glaze promises durability. Shawnee Potteries. (Circle No. D2, p. 102).



3 SIX BASIC FORMS in clay tile gives Sol-R-Wal high degree of design flexibility. Can be used as privacy screens (above), sun screens, garden walls, etc. Malvern Flue Lining, Inc. (Circle No. D3, p. 102).



ONE INSTRUMENT FOR ALL YOUR SURVEYING

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Circle No. D4 on reply card, p. 102.

"Built-in" plastic drawers

Clear plastic Uni-drawers come in sets designed to organize storage space. Drawers glide smoothly on upright metal supports which are easily screwed into place. Complete grouping can be installed in less than hour. Each drawer is 15½" long, 10" wide, 6" deep. Supports in four heights.—Result Mfg. Co.

Circle No. D5 on reply card, p. 102.



Oven has own exhaust blower

This built-in oven has its own exhaust blower system. Eliminates separate installations for oven and hood. Improves appearance, is more efficient. Filter material is of stranded aluminum, framed with aluminum channels. Easily removed.—Thermador Electrical Mfg. Co.

Circle No. D6 on reply card, p. 102.

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- D4 Holly General heaters
- D5 Result Mfg. Co., plastic drawers
- D6 Thermador Electrical Mfg. Co.
- D7 Koven shelter
- D8 Pease Woodwork Co. dome
- D9 Owens-Corning Fiberglass formboard
- D10 Stanley Tools
- D11 American Screen Products door hardware
- D12 Year-Round Comfort solar heat collector
- D13 David White Instrument Co., transit-level
- D14 H-C Products roof vent
- D15 The Wirmold Co., multi-outlet strip
- D16 Dikka Research Corp. shingle coating
- D17 Curran Div., Curtiss Wright Corp. tile
- D18 Pecora, Inc. "Jet-Tube" Show Mfg. Co. screed
- D19 American Standard
- D20 Salmica, Inc., fascia
- D22 Tectum Corp. roof deck
- D23 Fortex Industries pail
- D24 CMC Homes, Inc. concrete
- D25 Millerbernd Mfg. Co. lighting standard
- D26 Edwin L. Wiegand heater
- D27 Bickey Mfg. Co. system
- D28 Coolster Div., McGraw-Edison Co. air filter

CATALOGS

- D29 Quaker State Metals Co. metal products

- D30 My Maid Corp. vacuum system
- D31 Westinghouse heat pump
- D32 Poddeck of California swimming pools
- D33 Challenger Lock Co. locks
- D34 RCA Whirlpool ranges
- D35 American Institute of Architects
- D36 Reflectal Corp. insulation
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- D38 Bemis Mfg. Co.
- D39 Towmotor Corp. trucks
- D40 Southwest Lumber Mills board sheathing
- D41 Tamms Industries Co. concrete colors
- D42 Corbarendum Co. grinding wheel
- D43 Styline Products fiber glass panels
- D44 Standard Co., plastic floor covering
- D45 Philip Carey Mfg. Co. roofing shingles
- D46 J. A. Melnick molding chart
- D47 Calcium Chloride Institute concreting
- D48 Revere Copper & Brass Co. aluminum tubing
- D49 Lawndale Enameling Co. bathtub
- D50 Cedar Rapids Block Co. rubber control joints
- D51 Clay Facing Tile Institute tile
- D52 Shakertown Corp. glumas units
- D53 Trane Co. perimetric heating & a/c
- D54 Barber Colman Co. air distribution
- D55 U.S. Ceramic Tile Co. clay tile
- D56 Campbell-Hausfeld Co. compressor

- D57 Huber-Warco Co. torque converter
- D58 LeTourneau
- D59 Signode Steel Strapping Co., brick packaging
- D60 M. J. Merkin Paint Co. aluminum paint
- D61 Carbola Chemical Co.
- D62 Aeroplastics Corp. shower bases
- D63 St. Paul & Tacoma Lumber Co. preservative
- D64 U. S. Plywood paneling
- D65 Davison Enameling Products Inc. enamel

- D66 St. Regis Paper Co. plastic laminates

LAND PLANNING

- D67 Caterpillar Tractor Co. excavator
- D68 Massey-Ferguson, Industrial Div., tractor loader
- D69 J. C. Chalmers tractor
- D70 Ontario Steel Div. "Meadow"
- D71 Roseman Tractor Equipment Hiller rake
- D72 Shawne Mfg. Co., Inc.
- D73 Huber-Warco Co. tractor-grader
- D74 J. I. Case Terratrac 660
- D75 John-Deere bulldozer
- D76 Oliver Corp. crawler-tractor OC-9
- D78 Dodge truck
- D79 Bucyrus-Erie Co. crane-excavator
- D80 Presco, Inc. backhoe
- D81 Cleveland Trencher Co. backfiller
- D82 Fleco Corp. rakes
- D83 Durbrook Hydraulic Div. - trencher
- D84 Witch Marketing trencher
- D85 The Argus Corp. trencher
- D86 Master Vibrator Co. vibratory compactor

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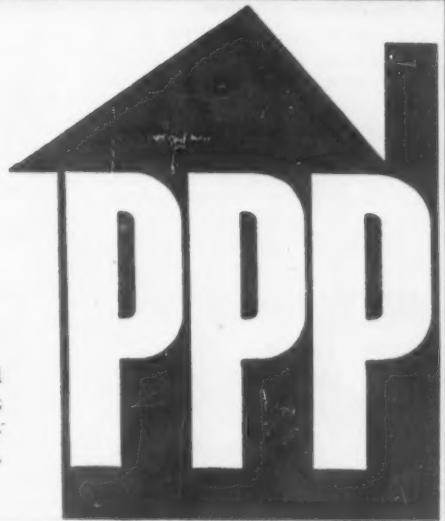
General Electric Kitchen-Laundry

“Planned Profit Package” offers you 6 big advantages



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Once General Electric appliances are installed, your General Electric distributor or dealer relieves the builder of all product service responsibility. No appliance repair or maintenance worries. This means savings after the sale . . . more profit for you.



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Power of brand preference. Among the homebuyers . . . Women think General Electric makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's high quality as a basis for granting high appraisals.

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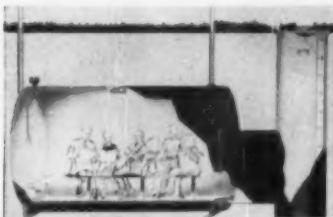
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CITY _____ STATE _____

AB-12

NEW PRODUCTS



Steel fallout shelter

Nuclear fallout shelter for family of six costs approximately \$1,500. Made of welded steel, designed for installation 3' below ground. Has submarine-type airlock at ground-level for easy access through steel tunnel. Hand-operated filtering apparatus decontaminates air. Ample storage space.—Koven.

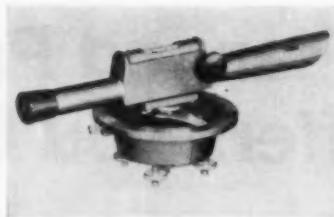
Circle No. D7 on reply card, p. 102.



Will shape any material

This round, file-type tool will enlarge holes, file, or cut rounded and concave edges. Can be used on wood, aluminum, plastics, plywood, asphalt tile. Individually hardened cutting teeth file smoothly. Cutting edge takes shavings away from work so that they do not clog teeth. Diameter, $\frac{3}{8}$ ".—Stanley Tools.

Circle No. D10 on reply card, p. 102.



Transit-level has new base

New model level-transit has aluminum-alloy base enclosed for protection from dirt and moisture. Also, smooth finish for easier cleaning. Retains previous features—12-power telescope, either-hand rack and pinion focusing, built-in sunshade. Price: \$54.50.—David White Instrument Co.

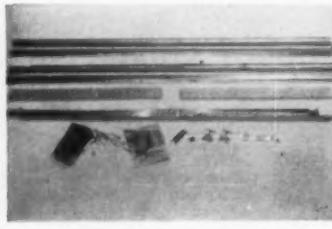
Circle No. D13 on reply card, p. 102.



Dome is prefabricated

Low-cost dome is completely prefabricated for quick assembly. Package contains 19 plastic-faced triangular plywood panels. Structure is open-type, erected on steel tubular legs. Requires no internal supports. Makes 23 ft. of unobstructed cover, provides 365 sq. ft. covered area.—Pease Woodwork Co.

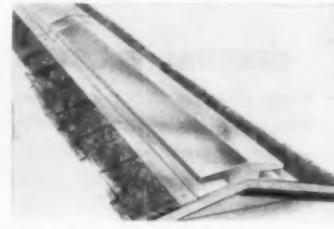
Circle No. D8 on reply card, p. 102.



For better door control

Pocket-door installation package contains double roller hangers with self-lubricating bearings and "noiseless" nylon rollers. Also includes telescoping header, track and jamb brackets for doors 2' to 3' wide. Metal cutting and drilling are eliminated. Only ordinary tools required.—American Screen Products.

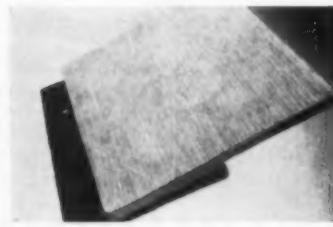
Circle No. D11 on reply card, p. 102.



Roof vent lasts lifetime

Prefabricated aluminum ridge ventilator provides continuous vent along entire peak of roof. Improves temperature control. Eliminates ridge shingles, cutting and framing openings. Reversed louvers keep out rain and snow. Rust-proof. Fits any pitch-type roof. In 8', 9', 10', or desired lengths.—HC Products Co.

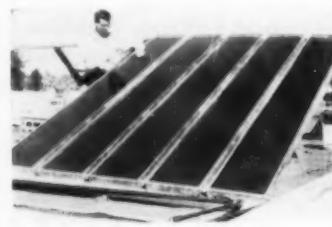
Circle No. D14 on reply card, p. 102.



Form board is flexible

Permanent form board faced with glass cloth is designed for poured-in-place gypsum and aggregate concrete roof decks. Flexible for easy installation, makes ceilings resistant to damage, fire. Adds insulation and soundproofing. Regular 32x48x1", or special order.—Owens-Corning Fiberglas Corp.

Circle No. D9 on reply card, p. 102.



Collects solar heat

Device for collecting solar heat consists of "tube-in-strip" panels joined together. Small panels are 10'x16" strips of copper containing inflatable copper tubing integrated with the metal. Joined with simple tools, easy to inflate. Ideal for heating swimming pools.—Year-Round Comfort, Inc.

Circle No. D12 on reply card, p. 102.



Provides outlets anywhere

Multi-outlet strip is convenient way of adding more circuits during remodeling without breaking walls. Also solves wiring problem where curtain-wall sections are installed. Consists of metal channel with outlets spaced within raceway. Easily attached to brick, masonry, steel, or wood.—The Wiremold Co.

Circle No. D15 on reply card, p. 102.

READY for another load

WHILE OTHERS ARE STILL SHIFTING GEARS



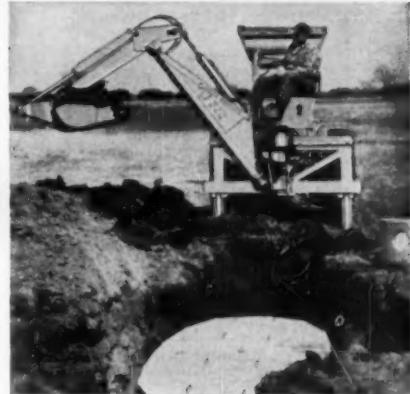
MASSEY-FERGUSON WORK BULL 204

HAS EXCLUSIVE

**INSTANT
REVERSE**

with TORQUE CONVERTER

In a race against time — to increase profits — no other industrial utility tractor can keep pace with the new Massey-Ferguson Work Bull 204. This 40-h. p. tractor has exclusive Instant Reverse with torque converter. You simply press one foot pedal to go forward — and another to go reverse. Acceleration is built in each pedal. Select one of four different gear ranges to fit your job requirements, and never waste time, power, or momentum in shifting, clutching, or pulling levers. The famous partners in profits — Massey-Ferguson Davis Loader and Backhoe — are designed to perfectly match the Work Bull 204. It's an unbeatable rig. Try it . . . compare it . . . you'll buy it!



PAYS OFF AT BOTH ENDS

Massey-Ferguson 220 Backhoe handles jobs with ease that others can't tackle. 14,000 lbs. breakout whips the toughest assignments. For flush digging, you can move the entire mast, boom, and seat to the side in only a few minutes. It increases your bidding power . . . reduces manpower.

Why Wait? Set a Date — We'll Demonstrate!



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NOW! Miter mishaps gone for good!



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with the amazing new

DOSCH Custom Cutter

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. Oak? Pine? The durable tool-steel blades shear all woods easily. Angles? Anything from 40° through 90°. Compare this with limited miter boxes! Versatility? Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. Sanding or putty? Forget it! You automatically get a finish far smoother than the finest saw cut... and a perfect miter, too. Conclusion? Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

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NEW PRODUCTS



Coating revives shingles

Worn-out shingles can be restored instead of replaced. New polyurethane "liquid-resin" seals asphalt shingles, straightens curled wood shingles. Can be brushed, sprayed, or rolled on. Finished with layer of sand. Provides new insulation. Coating may also be used on siding.—Delta Research Corp.

Circle No. D16 on reply card, p. 102.



Screed is light, adjustable

Twin-beam vibrating screed for narrow slabs has one beam to strike off the concrete, one to remove air bubbles. Outstanding feature is extreme light weight of screed. Amplitude of vibration can be adjusted and locked in position. In 4' to 12' lengths; 4' weighs 140 lbs.—Stow Mfg. Co.

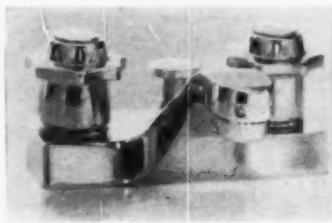
Circle No. D19 on reply card, p. 102.



Tiles insulate, soundproof

Multicellular plastic wall and ceiling covering offers sound control and insulation. Pliant, cushiony tiles are $\frac{1}{4}$ " thick, 10x10", 10x20", 20x20". Can be applied directly to plaster, metal, aluminum, glass, wallboard, etc. In 20 solid colors and silk-screened designs.—Curon Div., Curtiss-Wright Corp.

Circle No. D17 on reply card, p. 102.



Faucet will not drip

New non-rotating faucet valve eliminates dripping. Has no seat washer to wear out. Valve is compressed against seat for closure. Utilizes diaphragm principle of water control, has all moving parts outside flow area. Handle is fluted and insulated, easy to grip.—American Standard.

Circle No. D20 on reply card, p. 102.



Cleaner tile installation

"Jet Tube" with pusher is new method of applying A-99 ceramic wall-tile adhesive. Eliminates carrying buckets, ends dripping, smearing, cleaning up after a job. Can be recapped and saved. One tube covers approx. 10 sq. ft. Makes estimating easy. Saves job time, and cuts costs.—Pecora, Inc.

Circle No. D18 on reply card, p. 102.



Fascia is permanent

Aluminum fascia is permanent and easier to install than wooden eaves. Also eliminates overhead scraping and repainting. Guaranteed not to peel, crack or warp. Of .025 gauge, in 10' lengths, 6", or 8", or 10" wide. White finish, or colors on custom order. All have mat finish.—Solvica, Inc.

Circle No. D21 on reply card, p. 102.

another first from **Bilt-Well**
by Caradco

The **SUPER THREE**...one basic double-hung
window in 3 price ranges

BILT-WELL
Super-hold
double-hung unit
with ingenious sash-
holding device

BILT-WELL
Super-lift
double-hung unit
with flat overhead
balance

BILT-WELL
Super-therm
double-hung unit
with double
insulating glass



Designed with the builder in mind. One basic window in three models. Each has its own major selling feature. Engineered right and priced right for every home you build. All far surpass FHA minimum standards for weather tightness to provide maximum fuel savings. Easy to install. Save labor costs. Make the homes you build more readily salable.

The **BILT-WELL** Line of Building Woodwork — WINDOW UNITS, Double-hung, Awning, Casement, Basement, CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory, DOORS, Exterior, Interior, Screen and Combination.

Manufactured by **CARADCO, Inc.** Dubuque, Iowa

Look at all these **BILT-WELL** features:

1. Unitized sill construction.
2. Patented **BILT-WELL** jamb liner of 8 mil anodized aluminum.
3. Anodized aluminum weather striping.
4. New jamb adjuster that eliminates blocking.
5. Top quality Ponderosa pine, water-repellent treated frames.
6. Standardized for all types of construction.

See us at the NAHB Show, Booth No. 558-60,
Hotel Sherman, Chicago, January 17-21, 1960.

There's more to sell with



by Caradco

**NEW! HAMLIN
DIE CAST ALUMINUM
BRICK VENTILATOR**



**TWO
SIZES**

PAT. PEND.

- **MODEL 2711—ONE BRICK** size (shown). Actual size 2½" x 7½" x 4¼" deep. 13 sq. in. free area—8 mesh screen, weight 1½ lb.

- **MODEL 2712—TWO BRICK** size. Actual size 4¾" x 7½" x 4¼" deep, 27 sq. in. free area—8 mesh screen, weight 1¾ lb. Packed one dozen to a carton.

- **MODULAR** size permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA.

BE SAFE

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HIGHEST Quality...



LOWEST Prices!

Better building values by far with Crestline Casements, Sliding, Stocking Awnings, Double-Hungs and Doors! Crestline Millwork costs less but bring better prices for your home!

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THE CRESTLINE COMPANY—WAUSAU, WIS.

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NEW PRODUCTS



Roof deck has box sections

Roof-deck assembly has subpurlin of galvanized-steel box sections welded to each joist or beam. Provides excellent lateral strength. Lightweight sections are easy to handle and install. T-clips slide into slotted top of subpurlin. In 16-, 18-, or 20-gauge steel.—Tectum Corporation.

Circle No. D22 on reply card, p. 102.



Noncrushable mortar pail

Contractor's pail made of one-piece molded rubber is reinforced with fabric. Will not dent, crack, or bulge with mortar, concrete, etc. Will not lose shape. Resists lime, salt water, etc. Hardened cement falls out when pail is turned over. In 12-qt. size with graduated measurements.—Fortex Industries, Inc.

Circle No. D23 on reply card, p. 102.



Concrete panel cuts costs

Lightweight cellular concrete panels, called Calsi-crete, speed home erection. Can be carried and set in place by two men. Come marked and cut to size. Panels form both exterior and interior walls, are fireproof and vermin proof. Have good insulation and acoustical qualities.—CMC Homes, Inc.

Circle No. D24 on reply card, p. 102.

**ALIVE
TODAY!**



Arch Lightbody, like 800,000 other Americans, is cured of cancer. Like 800,000 other Americans he went to his doctor in time—in time for early diagnosis and prompt and successful treatment. He learned that many cancers are curable if detected in time.

You can do two things to defeat cancer: Have an annual health checkup. Be alert to the 7 danger signals that could mean cancer:

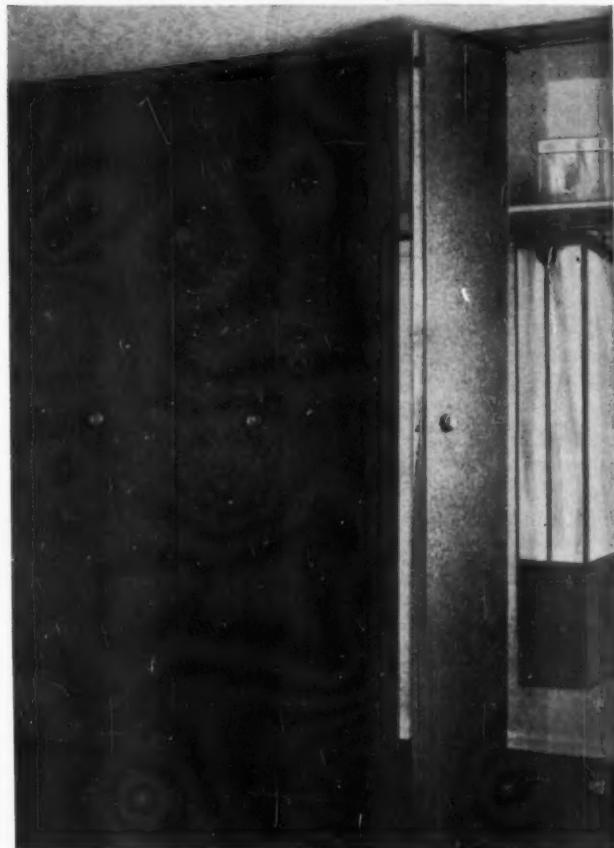
1. Unusual bleeding or discharge.
 2. A lump or thickening in the breast or elsewhere.
 3. A sore that does not heal.
 4. Change in bowel or bladder habits.
 5. Hoarseness or cough.
 6. Indigestion or difficulty in swallowing.
 7. Change in a wart or mole.
- If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN CANCER SOCIETY





WELDWOOD® PANIFLEX™ BIFOLD DOORS, manufactured by Reinhart, Inc., Philadelphia, and installed in Denny Building Corporation's Rambler Park Homes in Northeast Philadelphia.



"100% closet access, easy to install, won't warp or stick—

three good reasons why we built 400 homes with closet doors of Paniflex Bifold doors of Novoply,"

says Norman Denny, President Denny Building Corporation, Philadelphia, Pa.

"Paniflex Bifold Doors saved us a bundle in materials costs," says Mr. Denny. "When you add up the savings in sheet rock and lumber that would have gone into framing conventional closets, you get an idea of how Paniflex Bifold Doors helped us keep our selling price under \$11,000."

Because of their patented hardware system, Paniflex Bifold Doors can be installed without framing-in. They give full closet access — floor-to-ceiling and wall-to-wall — and you can install them with ordinary labor in less than 20 minutes. Most important: Weldwood Paniflex Bifold Doors prevent costly call-backs because they won't stick. The reason is the stock they're made of — $\frac{3}{4}$ -inch Novoply®.

Novoply's unique 3-ply construction makes it the flattest, most stable panel on the market. Its face plies of wood flakes and its core of wood chips are resin-impregnated and bonded under heat and pressure. The Novoply panels in Paniflex Doors are guaranteed against sagging, twisting, warping, shrinking, or swelling.

WELDWOOD
PANIFLEX BIFOLD DOORS OF NOVOPLY
are available, pre-packaged and ready to install,
through Weldwood lumber dealers.

SEND FOR FREE BOOKLETS

United States Plywood Corporation AB12-59
55 West 44th Street, New York 36, N. Y.

Please send me:

- #1966—"Paniflex Bifold Doors"
 #1770—"Installation Details for Novoply"

Name.....

Firm.....

Address.....

City..... Zone..... State.....

SYMONS Steel Stake

Can Be Reused Indefinitely

Drives easily into hard earth. Can be used for practically any type of stake work. This popular item is available in 12", 18", 24", 30", 36" and 42" sizes.



Symons

SYMONS CLAMP & MFG. CO.

4261 Diversity Ave., Chicago 39, Ill., Dept. M-1
We will send contractors sample 12", 18" or 24" stake if request is received on company letterhead. Please include 50c for 12", 75c for 18", \$1.00 for 24" to cover cost of postage and mailing.

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Firm _____
Address _____
City _____ Zone _____ State _____

NEW PRODUCTS



Heats any room

Portable heater small enough to carry anywhere has built-in thermostat with 30- to 105-degree range. Has rugged heating element, quick-heating microtube. Rated at 1,500 watts on 120 volts. Its heavy-gauge sheet-metal case has baked-on enamel finish. Breakproof and moisture resistant.—Edwin L. Wiegand Co.

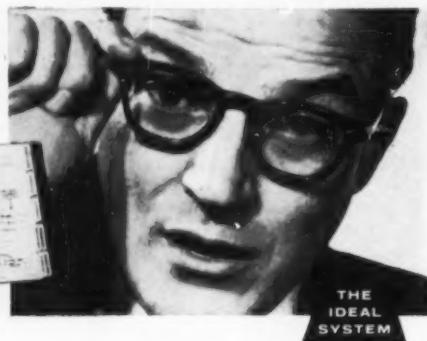
Circle No. D26 on reply card, p. 102.



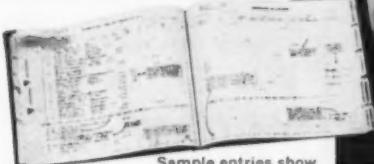
Makes cornering easier

New cornering system for staking out foundations can be operated by one man. Has sliding built-on levels and retractable rules for each arm. Ball and socket corner joint allows leveling of each horizontal arm without distortion to other. Sharp-pointed stakes are steel, 1" in diameter.—Richey Mfg. Co.

Circle No. D27 on reply card, p. 102.



More Profit with Ideal System



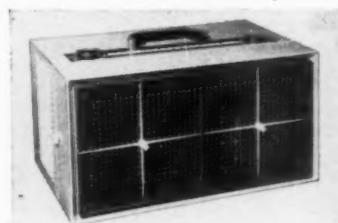
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Designed Especially for CONTRACTORS

YOU'LL see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to THE IDEAL SYSTEM COMPANY, 2437 West Pico Boulevard, Los Angeles 6, California.

NOW AT MOST STATIONERS



Air filter operates alone

Air filter removes dust and smoke with electrostatic charge. Unit operates with self-exciting type generator which builds up charge of approx. 15,000 to 18,000 volts in filtering fiber. Larger Model 102 has approx. 128 sq. in. filtering surface. Has ultraviolet lamp to purify air.—Coolerator Div., McGraw-Edison Co.

Circle No. D28 on reply card, p. 102.

OLIVER



"OLIVER OC-46 SAVES \$2 AN HOUR IN OPERATING COSTS ALONE"

Let a work-test prove to you what Dominick Caruso, builder, of Merchantville, N. J., has already learned about the nimble OC-46 loader. "I find I am saving at least \$2 per hour on only the operating costs. And I know we have cut our excavating time, too," he reports.

Dominick's son, Robert, who digs basements for his father, says the "Spot-Turn" feature is ideally suited for this work. "It permits working in close quarters and excavating in less time. Also, I can maintain a full bucketload at all times, regardless of the bucket posi-

tion. The features were designed with the operator in mind as well as for economy."

It won't take many hours of work for you to discover the cost-cutting opportunities in the OC-46. Ask your Oliver distributor for a demonstration right on the job. Or write for brand-new catalog loaded with information and job-application pictures and help!

Matched Design! Tractor and loader are built as a complete, balanced unit. Gas or diesel 30 h.p. engine. Wide, $\frac{3}{4}$ -yard bucket digs to 10" below grade, lifts to 9'5".

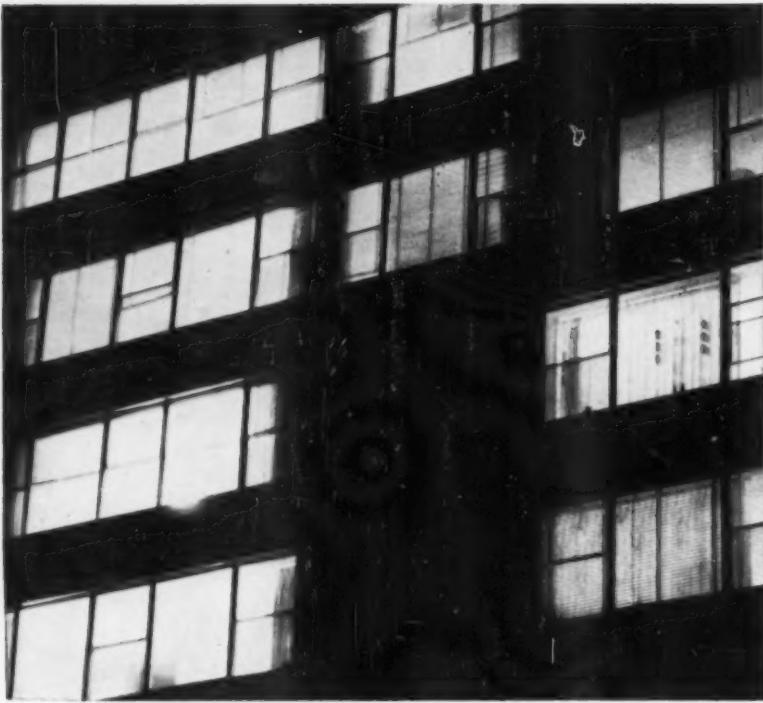


THE OLIVER CORPORATION

Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio

A complete line of industrial wheel and crawler tractors and matched allied equipment





It looks like a good investment... but what will the weather cost?

These brilliantly lighted windows, bright proof of occupancy, could spell plenty of extra cost for heating or air conditioning.

To avoid it, informed architects specify windows with Schlegel weatherstripping—and smart builders insist on them. Here's how this dense pile weatherstripping helps keep the cost of weather low.

Positive seal. Schlegel woven wool fibre forms a cushiony barrier the prowling winds can't wiggle through. Dust can't sift in or conditioned air seep out. It's Dow-Corning silicone treated, for positive protection against moisture leakage. Because it's wool, it won't swell, bind, or crack.

Permanent protection. Schlegel Woven Pile Weatherstripping *lasts*. First installations, well over twenty years old, still protect like new. It's designed to last as long as the unit it is used in.

No other material—metal, felt, rubber, or plastic—gives you so many advantages. For a comprehensive list of manufacturers using Schlegel weatherstripping, write for our booklet, "Your Guide to Windows, Doors, Screens."

For protection that's silent, smooth, and sure

Schlegel

WOVEN PILE WEATHERSTRIPPING

Schlegel Manufacturing Company, P. O. Box 197, Rochester 1, N. Y.

In Canada: Oakville, Ontario

CATALOGS

HIDDEN VALUES of metal building products described in 8-page booklet. Gives detailed drawings of vapor barrier, termite shield, utility sheet, wall ties, footer forms, reflective insulation—a total of 14 products.—Quaker State Metals Co.

Circle No. D29 on reply card, p. 102.

WET PICKUP and automatic down-the-drain disposal are features of built-in vacuum system described in four-page folder. Lists other advantages such as simple, neat installation.—My Maid Corp.

Circle No. D30 on reply card, p. 102.

HEAT PUMPS for heating and cooling electrically described in four-page folder. Drawings illustrate summer and winter home ventilation, show advantages over conventional separate heating and cooling.—Westinghouse.

Circle No. D31 on reply card, p. 102.

"**POOL FACTS**" is title of 22-page booklet covering all phases of pool construction and maintenance. Gives technical information in non-technical approach—from financing to filling.—Paddock of California.

Circle No. D32 on reply card, p. 102.

LOCKS FOR ALL DOORS are described in beautiful 12-page catalog. Includes accessories, trims, finishes, installation aids. Gives detailed cut-away drawings, specifications. Tells how to order.—Challenger Lock Co.

Circle No. D33 on reply card, p. 102.

BUILT-IN RANGES are illustrated in full-color pamphlet. Gives electrical specifications for ovens, surface units. Shows latest features of deluxe and budget models; rotisseries, meat probes, automatic controls, etc.—RCA Whirlpool.

Circle No. D34 on reply card, p. 102.

"**BUILDINGS FOR BUSINESS**"—a Design for Profit" is subject of planning-aid booklet. Discusses aesthetic as well as functional aspects of commercial buildings.—American Institute of Architects.

Circle No. D35 on reply card, p. 102.

LOW-COST INSULATION of reflective type is described in how-to folder. Facts and figures show man-hour savings with easy, light-weight application. Illustrates installation for best thermal efficiency and vapor barrier.—Reflectal Corp.

Circle No. D36 on reply card, p. 102.



"This builder really knows what women want!"

"Talk about a modern kitchen in a model home . . . here's the newest thing in automatic top burner gas cooking—the FLAME SET* 'burner with a brain.' With this new control you can get the flame size you want—immediately.

"Now you can cook with any size pan, large or small, and not worry about burning or scorching foods. It also means you can use the same temperature settings for aluminum and non-aluminum pans alike. That's something you couldn't do when cooking with

the old style 'burner with a brain.'

"This FLAME SET 'burner with a brain' certainly makes a kitchen modern. I like it."

Yes, the FLAME SET "burner with a brain" is an attention-getting sales feature that's *remembered* by people who are house hunting. It will help you sell your prospects.

Write today for more information. Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pennsylvania.

VMA 6905

*TRADE MARK

Robertshaw





J. E. Blank, Vice Pres., Tonn & Blank Inc., Michigan City, Ind., says,

"Nothing turns up job leads like the Yellow Pages"

"We've landed many a profitable home remodeling job from a lead that came in through our Yellow Pages advertising. There's no place else people can look to find a contractor as quickly and conveniently. That's why the Yellow Pages produces such good results in this area of our business.

"We've also found that large-size Yellow Pages ads containing specific information about the business pull best. For instance, our ready-mixed concrete ad tells that we deliver on Saturdays and have finishing equipment for rent. So many do-it-yourselfers call and ask about these things that we know it's the Yellow Pages that sent them to us!"

Yellow Pages advertising builds business for *you* by building greater AWHERENESS of the products and services you offer. The Yellow Pages man will gladly outline a plan best suited to your business. Call him now at your local Bell telephone business office.

READY-MIXED CONCRETE

PLenty OF TRUCKS
THE RIGHT SIZE AT THE RIGHT TIME

RADIO
DISPATCHED
SERVICE

CONTRACTORS
PRICES

Raw Materials We Deliver on Saturday Concrete One Price

A SATISFIED CUSTOMER IS OUR FIRST CONSIDERATION
DO IT YOURSELF
The New Best Concrete Dealer
Winnipeg, Manitoba, Canada
Local General Delivery

CALL
TR 4-6219

CITY Ready Mix

THIS DISPLAY AD (shown reduced) in the Yellow Pages appears under *Concrete-Ready Mixed*. Others appear under *Contractors-Building*, *Contractors-General*, *Real Estate*, and *Sheet Metal Work*. Company also identifies itself with well advertised brands that it sells—G. E. refrigerators, Lennox furnaces and Masonite are a few—by listing its name under their trade marks in the classified.

Nothing builds business like AWHERENESS—and nothing builds AWHERENESS like the Yellow Pages—the buying guide that tells people WHERE to buy.

CATALOGS

SEWAGE TREATMENT PLANT for small but growing community discussed in bulletin. Shows "Suburbia" plant furnished and installed on "turnkey" basis. Made to expand several times initial capacity.—Municipal Service Co.

Circle No. D37 on reply card, p. 102.

TOILET SEAT with new nylon hinge is featured in folder. Also shown are saddle seat design, tackless polyethylene bar-type bumpers, four-coat flow coated enamel finish. Lists manufacturers producing matching fixtures.—Bemis Mfg. Co.

Circle No. D38 on reply card, p. 102.

"STREAM-LINER" Series of fork-lift trucks described in detail in new 24-page booklet. Shows new lowered cowl, "direct view" instrument panel, treadle-type accelerator. In eight different gasoline, diesel, or LP-gas powered models.—Towmotor Corp.

Circle No. D39 on reply card, p. 102.

SHEET BOARD called Pronto Panel described in compact folder. Gives advantages of this kiln-dried sheathing for sidewall, roofs, sub-flooring. Tells why installation is 50% faster.—Southwest Lumber Mills.

Circle No. D40 on reply card, p. 102.

CONCRETE COLOR CARD shows eight new modern shades of Dust-On Colored Concrete. Illustrates many uses; gives detailed directions for application. Card is 19" x 3 1/4", pre-punched. Excellent wall chart.—Tammis Industries Co.

Circle No. D41 on reply card, p. 102.

GRINDING WHEEL recommendations given in 57-page specifications catalog. Quick reference to more than 1,600 abrasive wheels. For grinding everything from agate to zirconium. Makes buying easier.—The Carborundum Co.

Circle No. D42 on reply card, p. 102.

DECRO-VIDER fiber glass panel screens and room dividers illustrated in colorful folder. Shows how shatterproof, movable panels allow light transmission while creating private areas.—Styline Products Co.

Circle No. D43 on reply card, p. 102.

FLOOR PROTECTION material is described in folder. Dense, non-porous plastic protects surface of concrete, brick, metal or wood. Resists chemicals, abrasion and impact. Goes on easily, cures fast.—Stonhard Co., Inc.

Circle No. D44 on reply card, p. 102.

"Within a few years any house that is not air-conditioned will be obsolescent,"
says Federal Housing Administration



SUN VALLEY® All-Year® Gas Air-Conditioner dramatizes newness, lasting value. It heats in winter...cools in summer...saves money with low-cost Gas

Housing authorities recognize the growing trend to air conditioning. Today it's one of the best ways to clinch the sale of a new house, one of the most convincing arguments against competition of older homes on the market.

The Arkla-Servel Sun Valley offers many advantages to the builder as well as to the buyer:

1. Show customer how, from a single compact unit, the Sun Valley heats the whole house in winter, cools it in summer, circulates clean, filtered air at all times.

2. Demonstrate its ease of use. Show prospects how the temperature of the entire house is regulated from a single thermostat.

3. Explain to home buyers that because the Sun Valley works with Gas, there are no worries about fuel deliveries. You can tell them, too, that modern Gas is the clean, economical, most dependable fuel.

4. Show them the five-year warranty, real assurance to the home buyer of long life and low-cost maintenance.

Make sure your new homes stay new. Contact your Gas company or Arkla-Servel dealer now. Units available in models and sizes to fit any home.

AMERICAN GAS ASSOCIATION

ONLY GAS  **does so much more...for so much less!**

*Trademark. Product of Arkla Air Conditioning Corp., General Sales Offices, Little Rock, Arkansas.

CATALOGS

ROOFING SHINGLES brochure lists specifications of Carey Fire-Chex asbestos-plastic shingles. Includes explanation of Carey Sta-Seal Tabs, adhesive roof protection. Photos show range of colors.—The Phillip Carey Mfg. Co.

Circle No. D45 on reply card, p. 102.

MOULDING CHART makes standard shapes quickly identifiable. Printed on simulated wood-finished paper in solid brown colors. Provides quick reference. Chart is a supplement to Jamco Moulding Catalog.—J. A. Melnick Corp.

Circle No. D46 on reply card, p. 102.

"YEAR-ROUND CONCRETING" pamphlet summarizes American Concrete Institute's recommendations. Includes sections on accelerators, preparation, objectives, etc. Chart shows effect of 2% calcium chloride at various temperatures.—Calcium Chloride Institute.

Circle No. D47 on reply card, p. 102.

ALUMINUM TUBING book gives detailed data on tube selection factors. Has tables on property limits,

standard tolerances. Details on seamless drawn tube, extruded tube and pipe, etc. Discusses bending, joining, machining.—Revere Copper and Brass, Inc.

Circle No. D48 on reply card, p. 102.

BATHTUBS . . . four different sizes in classic colors . . . spotlighted in this full-color brochure. Models, photographs, and design suggestions for bathroom are given.—Lawndale Enameling Co.

Circle No. D49 on reply card, p. 102.

RUBBER CONTROL JOINTS, for use in masonry walls, described and illustrated in four-page folder. Includes complete specifications, new features, cutaway drawings.—Cedar Rapids Block Co.

Circle No. D50 on reply card, p. 102.

CLAY FACING TILE is thoroughly treated in a new fact-packed brochure. Shows nine new colors. Includes illustrations and charts on sizes, shapes, dimensions.—Facing Tile Institute.

Circle No. D51 on reply card, p. 102.

GLUMAC UNITS go up faster, look better, sell easier. Catalog tells "how-to" for builders. Includes a

complete color chart along with design blueprints for home building. Also size, specifications.—Shakertown Corp.

Circle No. D52 on reply card, p. 102.

AIR CONDITIONS PERIMETER . . . Outside walls and "dead" spots get full benefit of air conditioning with "Wall-Line" perimeter system. System can be set up on a btu/hr/ft and cfm/ft basis that will be maintained for the whole room.—The Trane Co.

Circle No. D53 on reply card, p. 102.

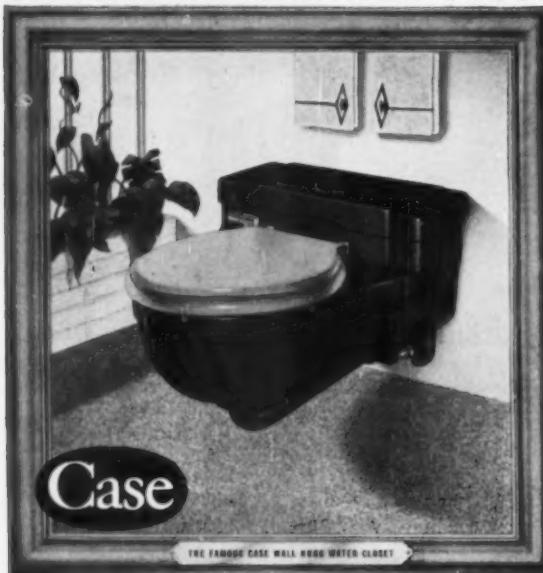
HIGH VELOCITY FILE tells how to get the best possible use of high-velocity air distribution. Covers: what is high velocity; what can it do and where can it be used; duct design and construction; temperature control.—Barber-Colman Co.

Circle No. D54 on reply card, p. 102.

COLORFUL CLAY TILE is shown in Romany-Spartan four-page "palette." Illustrates 161 hues and textures in ceramic glazed and natural clay tiles. Assures harmonious blends or contrasts with bath fixtures and wall tiles.—U.S. Ceramic Tile Co.

Circle No. D55 on reply card, p. 102.

The WALL-HUNG WATER CLOSET

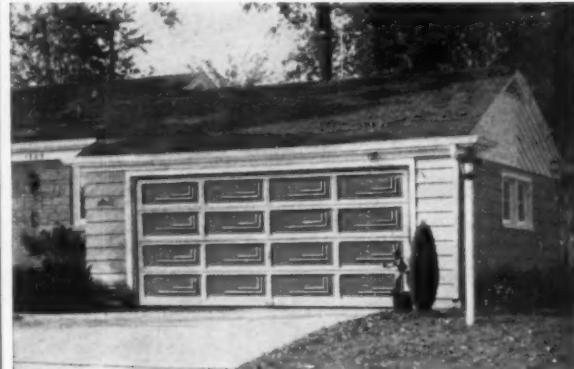
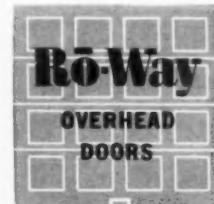


THE FAMOUS CASE WALL-HUNG WATER CLOSET

The new CASE Wall-Hung "Quiet Type" Non-Overflow (safety feature) Off-the-Floor Water Closet is the ultimate in cleanliness, comfort and convenience.

Write for complete information to

CASE MANUFACTURING CORPORATION
247 Delaware Avenue, Buffalo 2, N. Y., Telephone CL 6000
1853 • 1959



there's a Ro-Way for every doorway!

ROWE MANUFACTURING CO.
799 Holton St., Galesburg, Ill.

Your Operator Takes on New Skill with This Easy-to-Manage **JOHN DEERE BACKHOE-LOADER**



Experienced operator or beginner, he'll get onto the John Deere Backhoe's two-lever digging control in a hurry. He'll find plenty of smooth hydraulic power and break-out pressure behind those levers, too—and with the low mounting of the boom's rotary cylinder, he'll get the best possible view of his work.

If it's a job of flush digging, your operator can set the rotary cylinder left or right in a matter of minutes, using only a wrench and the unit's hydraulic power.

Backfilling and loading are fast, too, with the "440's" optional clutch-type manual direction reverser and power steering.

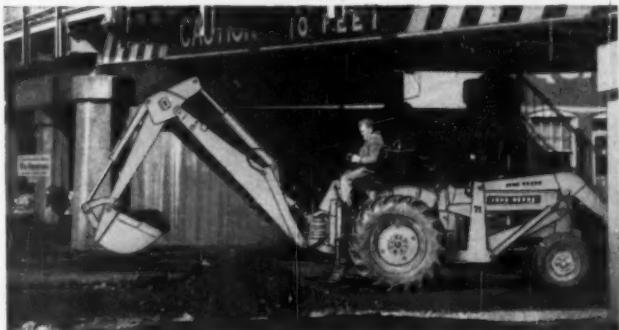
For detailed specifications, and price information see your John Deere Industrial Dealer.

John Deere Industrial Division, Dept. 557, Moline, Illinois

JOHN DEERE



"Specialists in Low-Cost Power with a Heavyweight Punch"



Immediate Ownership through the John Deere Credit Plan

Just a reasonable amount down, and you can paint your name on the side of any John Deere Industrial Unit—put it to work earning the monthly or seasonal payments agreed on. All arrangements are made with the dealer, in strict confidence.

CATALOGS

COMPRESSORS, SPRAY GUNS are listed in 24-page catalog. Easy-to-use directory shows new line of eight compressor series, two new series of paint spray guns.—Campbell-Hausfeld Co.

Circle No. D56 on reply card, p. 102.

ALL-PURPOSE MAINTAINER with Torque Converter, 11-page illustrated catalog describes uses and advantages of this tractor-type machine . . . lists manufacturer's other machines.—Huber-Warco Co.

Circle No. D57 on reply card, p. 102.

HOW TO CUT COSTS by letting one tractor do many jobs . . . discussed in new 16-page booklet. Describes 218-hp Model C tractor, shows extensive line of attachments.—Le Tourneau Westinghouse Co.

Circle No. D58 on reply card, p. 102.

"**BRICK PACKAGING** for more Net Profit" is subject of 16-page illustrated booklet. Discusses advantages of brick unitizing. Describes successful brick packaging systems.—Signode Steel Strapping Co.

Circle No. D59 on reply card, p. 102.

INSULATE AS YOU DECORATE—

"Colorkrome" aluminum paint both insulates and decorates. Comes in many shades, can be applied to sheet metal, stucco, cinderblock, etc. Applied to roofing materials, it helps bond them to roof, seals nail holes.—M. J. Merkin Paint Co.

Circle No. D60 on reply card, p. 102.

DRY MASONRY WITH PAINT. Pre-wetting porous masonry is unnecessary when you use this vinyl paint. Mix with water, apply it directly with brush, roller, or sprayer. Surface conditioner is "built-in" with Polyvinylacetate, cement, additives.—Carbola Chemical Co.

Circle No. D61 on reply card, p. 102.

PREVENTS SHOWER SEEPAGE. Designed to eliminate seepage and rotting. This pre-sloped shower base is water- and vapor-proof. Of expandable polystyrene, it costs less to install than concrete. Can be cut to size, set, and nailed down in minutes.—Aeroplastics Corp.

Circle No. D62 on reply card, p. 102.

STABILIZES WOOD FIBERS. Tree Life lumber preservative has special penetrating toxic water repellent.

Stabilizes wood fibers, resists fungi and insects. Recommended for siding, exterior trim, framing, joists and subflooring.—St. Paul & Tacoma Lumber Co.

Circle No. D63 on reply card, p. 102.

REAL WOOD INTERIORS for hotels, motels, restaurants, illustrated in brochure. Shows paneling ranging from high-grade teak and Benge to inexpensive flexible type of wall covering. Also, guide to Weldwood building products.—U.S. Plywood Corp.

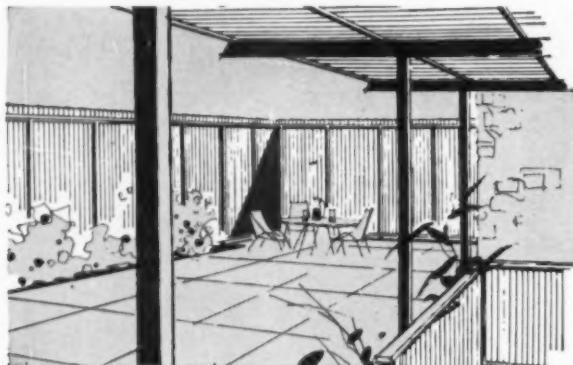
Circle No. D64 on reply card, p. 102.

EMBOSSED DESIGNS in architectural porcelain enamel illustrated in folder. Shows how to achieve unlimited design arrangements with these enamel-on-steel panels. Miniature sample kits available.—Davidson Enamel Products, Inc.

Circle No. D65 on reply card, p. 102.

"**TECHNICAL TIPS**" is title of handy reference book on laminate fabrication. Contains comprehensive drawings, helpful hints, suggestions. Indexed; 16 packed pages.—St. Regis Paper Co.

Circle No. D66 on reply card, p. 102.



NEW, NON-FADING BEAUTY

Stylux
BY BUTLER

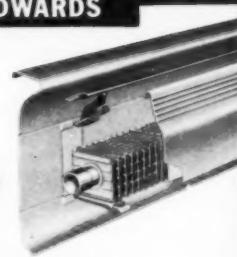
Premium quality
plastic building panels
in 4-ft. widths to save
installation cost!

Modernize homes, brighten and divide offices with Stylux — new panel with improved resin that defies weather erosion. Costs no more, yet costs less to use on big jobs with wider panel width. Decorator colors. Shatterproof. Easily workable. Highest light transmission. Get the whole story, including specifications. Write:

Stylux—Plastics Department, Buildings Division
BUTLER MANUFACTURING COMPANY
Dept. 105, 7400 East 13th Street, Kansas City 26, Missouri

ENGINEERED BY EDWARDS

NEW 1/2" BASEBOARD RADIATION FEATURES QUIET, WIRE SLIDE



- Low cost • Approved industry ratings for Edwards 1/2" tubing greater than many competitive 3/4" sizes • Unbroken Acousti-Cover lengths up to 20 ft. • 4 finishes: woodgrain, chrome, copper-tone, flat white

Also available: Standard 3/4" Baseboard Radiation.

FREE...70 page design handbook on single and multi-zone hot water baseboard heating systems.

EDWARDS ENGINEERING CORP.

234 ALEXANDER AVE., POMPTON PLAINS, N.J.
TEMPLE 5-2808



One of the nation's largest manufacturers of Residential and Commercial Boilers, Baseboard and Steel-Fin Radiation, Motorized Valves, Air-Cooled and Water-Cooled Condensers.

A Clean Hydraulic System Is A MUST!



*Only Sherman Power Diggers and Loaders
Have the Easy-Check Filter Gauge!*

Only the Sherman Digger and Loader have the easy-check filter gauge that guarantees positive hydraulic performance. Yes, now for the first time in the industry, all guesswork is eliminated! For the exclusive Sherman easy-check filter gauge tells you at a glance if your hydraulic filter is giving proper performance!

What does this exclusive Sherman development mean to you, the owner?

Better filtration means:

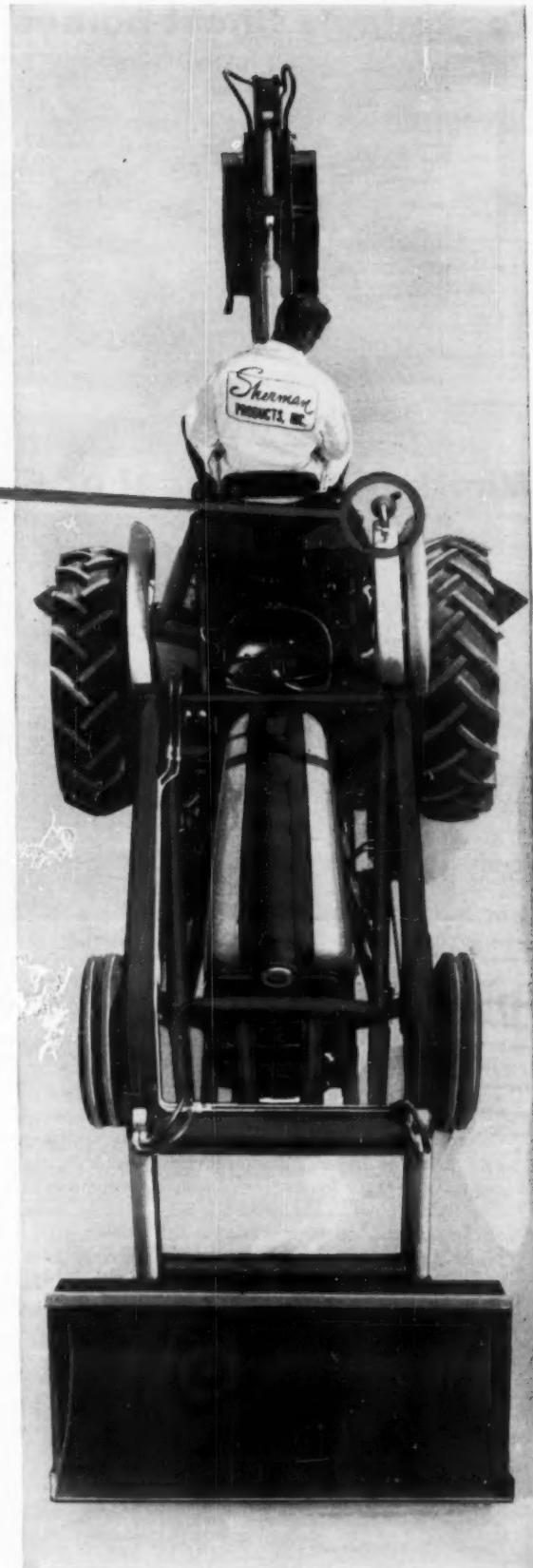
- Longer equipment life!
- Less downtime!
- Fast filter cleaning without draining tank!

In short, the exclusive Sherman filter gauge means—**You Get More For Your Money When You Buy Sherman!**

Write for details on *all* Sherman features or for filter gauge Bulletin No. 797.

SHERMAN  **PRODUCTS**

POWER DIGGERS • LOADERS • SOIL WORKING TOOLS
SHERMAN PRODUCTS, INC., Royal Oak, Michigan



For today's finest homes



Whether Traditional or Contemporary . . .



Johns-Manville Colorbestos® Sidewalls

provide a look of distinction and make homes easier to sell

Colorbestos sidewalls have a great appeal to home buyers. They provide protection, beauty, long wear and economy. With colors locked in for the life of the sidewall, no paint is needed to preserve them. Colorbestos is fireproof, won't decay or wear out. Upkeep costs are reduced to a minimum. Home buyers get more for their money.

From a builder's viewpoint J-M Colorbestos Sidewalls cut labor costs and time on the job. Colorbestos has dimensional stability. Each unit holds its

shape with no chance of warping, curling or shrinking. Pre-punched nail holes speed application and fewer nails are needed. Since Colorbestos is manufactured with a handsome rib-textured surface in a variety of rich colors, it cuts painting costs and permits houses to be finished faster.

For the full story on different styles, choice of colors and textures, write to: Johns-Manville, Box 111, New York 16, New York.



Ask your J-M representative about the 7-Star and Mrs. America® promotion to help you sell more homes.

© Reg. U. S. Mrs. America, Inc.

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JM
PRODUCTS

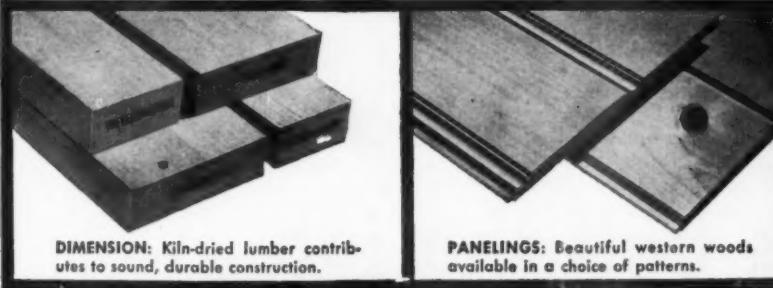
AMERICAN BUILDER

**Many
Weyerhaeuser 4-Square
Lumber and Building Products...**



NU-LOC: A made-to-measure lumber . . . cuts labor costs, speeds construction.

**to help you . . .
deliver greater
building values
economically**

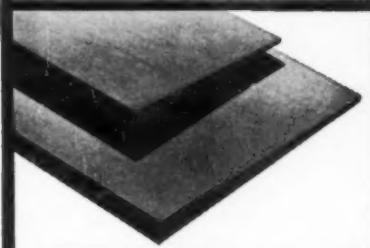


DIMENSION: Kiln-dried lumber contributes to sound, durable construction.

PANELINGS: Beautiful western woods available in a choice of patterns.



BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



SIDINGS: Available in popular patterns for beautiful exterior stylings . . . in a broad selection of grades and species.



END-MATCHED LUMBER: Items include wall and roof sheathing, sub-flooring, finish flooring, drop siding and ceiling.

Today's broad line of Weyerhaeuser 4-Square Lumber and Building Products is helping many builders increase their profits. The Weyerhaeuser 4-Square trademark on lumber is well known to your customers because it has been consistently advertised nationally as a truly economical building material.

As the Weyerhaeuser 4-Square line of quality trademarked lumber products grows, so does the opportunity for related quality selling by builders. The broad line of identically trademarked Weyerhaeuser 4-Square products helps you gain complete owner acceptance. People are quickly attracted to homes built with nationally advertised brand name products.

With lumber trademarked Weyerhaeuser 4-Square, you are assured of lumber that is seasoned, precision-manufactured, accurately graded and carefully handled and shipped. The complete line of Weyerhaeuser 4-Square products in a wide choice of species and grades, includes boards and dimension, panelings, sidings, floorings, moldings, steppings, plywoods, finish and trim, plus many specialty products such as Nu-Loc lumber and Loc-Wall paneling.

Consult your Weyerhaeuser 4-Square Lumber Dealer on your next project.

Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

Weyerhaeuser 4-SQUARE
LUMBER AND BUILDING PRODUCTS

EARTH MOVING: the right equipment is half the job



Earth moving has long been the most thoroughly mechanized phase of building. For the builder or excavating contractor, the question is not whether to buy motorized equipment, but rather what equipment is best suited to the job.

On the one hand, there are highly versatile machines that will do a variety of jobs; on the other, specialized machines that do one job at maximum efficiency. Somewhere between these, any operator can find the particular equipment that is best suited to his earth-moving problems.

**Here's a preview of
what major manufacturers
will offer for earth-moving
equipment in 1960**

FOR THE BUILDER who must make one piece of heavy equipment do many jobs, the Caterpillar No. 933 Series F Traxcavator can dig, load, and bulldoze.

Circle No. D67 on reply card, p. 102.

AMERICAN BUILDER

Tractors and accessories



WORK BULL 1001 is a multipurpose tractor-loader built by Massey-Ferguson. Besides blade, eight other attachments are available.

Circle No. D68 on reply card, p. 102.



MOST VERSATILE machine for the builder is the utility tractor. This is an Allis-Chalmers D-14 model, with backhoe and loader.

Circle No. D69 on reply card, p. 102.



OTTAWA MARAUDER is a four-wheel-drive prime mover with high traction. Both the backhoe and front-end loader are integral parts.

Circle No. D70 on reply card, p. 102.



FINISH GRADING is speeded with this Roseman Tiller Rake. It levels, finishes, grades, rakes, and readies for seed in one operation.

Circle No. D71 on reply card, p. 102.



LOADER-BACKHOE combination is best for smaller builders. This Shawnee package has $\frac{5}{8}$ -yard loader, $6\frac{1}{2}$ -yard backhoe bucket.

Circle No. D72 on reply card, p. 102.



HUBER-WARCO Maintainer is basically a tractor-grader, can also be equipped with loader, front blade, and special attachments.

Circle No. D73 on reply card, p. 102.

Small bulldozers



CASE TERRATRAC 600 is a 62-hp crawler tractor. Besides loader, units can have backhoe, power-angling dozer, and tilt dozer.

Circle No. D74 on reply card, p. 102.



JOHN-DEERE Model 64 bulldozer combines power-angling and tilting blade, is available with either gasoline or diesel power.

Circle No. D75 on reply card, p. 102.



COUNTER-ROTATING tracks give unusual steering control to the Oliver OC-9 crawler tractor. A loader model also is available.

Circle No. D76 on reply card, p. 102.

Heavy equipment and accessories



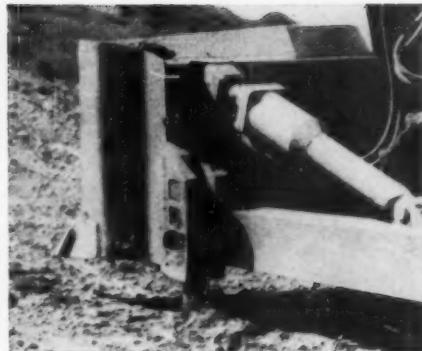
NEW LINE of medium- and high-tonnage trucks has been introduced by Dodge. They're offered with both gasoline and diesel power.

Circle No. D78 on reply card, p. 102.



TRANSIT CRANE-EXCAVATOR is made by Bucyrus-Erie. It carries either hoe or shovel, can be converted to a crane, dragline, or clamshell.

Circle No. D79 on reply card, p. 102.



PRECO BACK RIPPER, shown here on bulldozer blade, is especially useful in breaking up frozen ground in winter excavating.

Circle No. D80 on reply card, p. 102.



ONE MAN can operate this Cleveland trench backfiller. Complete unit includes crawler, boom, and scraper bucket.

Circle No. D81 on reply card, p. 102.



MULTIPURPOSE FLECO rakes are bulldozer attachments designed for land clearing. Rakes for special jobs are also offered.

Circle No. D82 on reply card, p. 102.



DAYBROOK "MAINTAINER" is an inexpensive dump body and hoist package. Capacity: 5 tons. It's designed for a 1-ton truck.

Circle No. D83 on reply card, p. 102.

Trenchers and tampers



DITCH-WITCH trencher cuts ditches from 4 to 12 in. wide, and to a depth of 3 to 5 ft., depending on the trench width.

Circle No. D84 on reply card, p. 102.



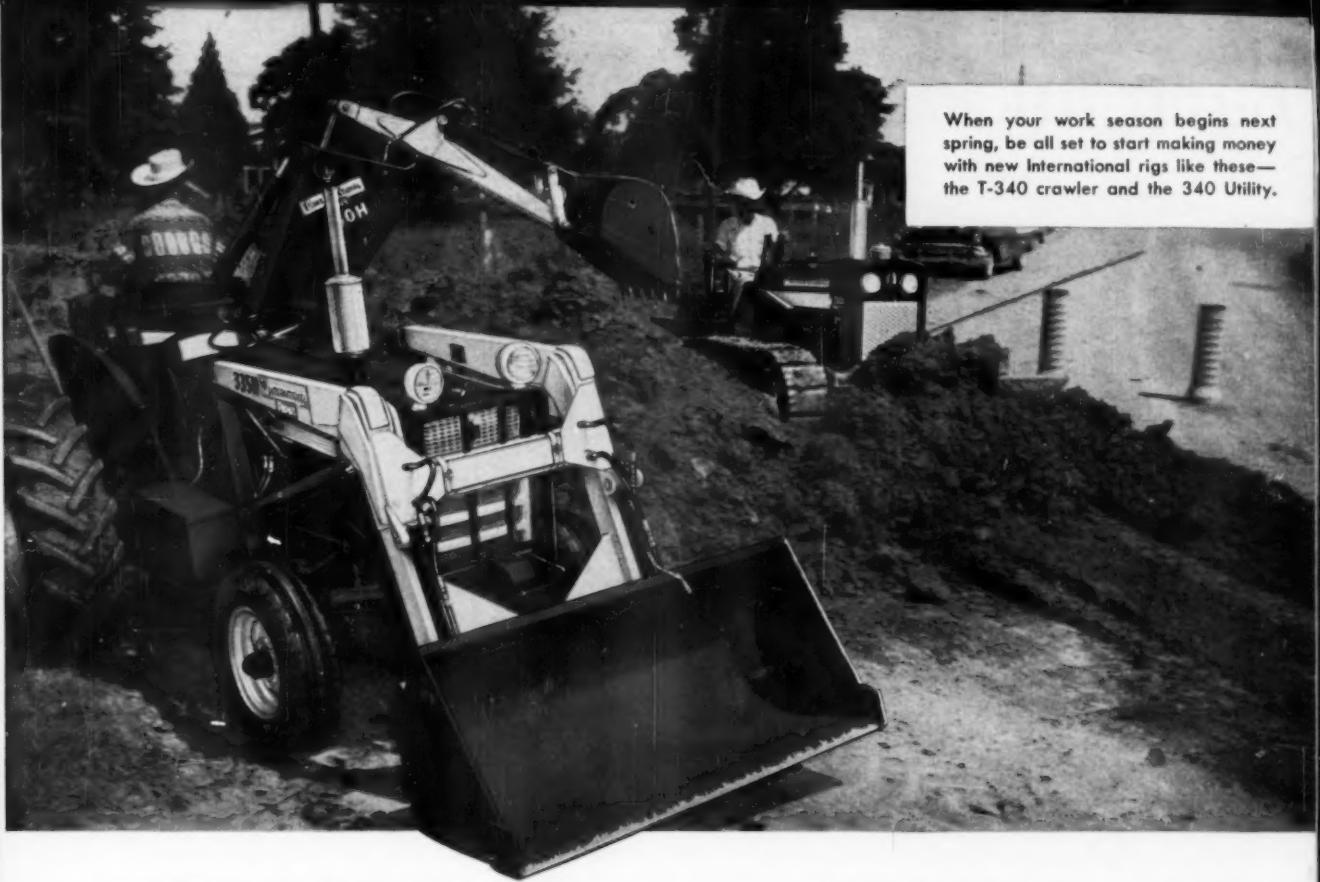
ARPS TRENCH-DEVIL is a small trencher that digs as deep as 54 in. and as wide as 8 in. It's self transporting on short runs.

Circle No. D85 on reply card, p. 102.



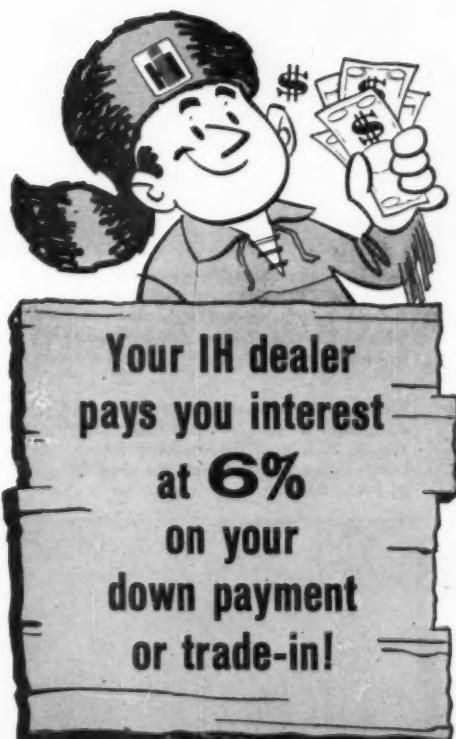
MASTER VIBRATOR Co. offers this one-man vibratory compactor, model C-12. It has a 3,500-lb. blow, delivers 2,500 blows a minute.

Circle No. D86 on reply card, p. 102.



When your work season begins next spring, be all set to start making money with new International rigs like these—the T-340 crawler and the 340 Utility.

Get set for '60... your IH dealer will pay you cash to deal now!



Your IH dealer
pays you interest
at 6%
on your
down payment
or trade-in!

It will pay you to be an Early Trader! For a limited time only, your IH dealer will pay you good, hard cash to deal NOW. By dealing now you:

1. **Earn interest at the rate of 6%** on your trade-in, payable immediately in cash.
2. **Earn interest at the rate of 6%** on your cash payments—either down payment or full cash settlement—payable immediately in cash.
3. **Get more for your trade-in** because your IH dealer wants used equipment now, while he still has plenty of time to recondition it.
4. **Protect yourself against possible price increases** between now and specified dates next spring.
5. **Obtain financing on time sales** to meet your personal situation.
6. Assure yourself that you will get delivery of the IH industrial wheel or utility crawler tractor and equipment you need, when you need it.

You have the jobs... Your IH dealer
has the power and equipment to match... ▶

Earn an **IH** Early Trader's Bonus



Smooth, 6-cylinder power, combined with 4,840 pounds of built-in brawn, give you high-capacity trenching, loading, and backfilling with the 61-hp International 460 Utility.



No other tractor does so much, at such low cost, on so many types of jobs as the International Cub® Lo-Boy.® Here it is with 60-inch International Danco rotary mower.



The husky 45 hp International 340 has the built-in strength and stamina for heavy-duty landscaping, trenching, and materials handling. It leads its power class in fuel economy, too.



Unusual earthmoving versatility is provided by the International Danuser Terra-Scoop with hydraulically-controlled scarifying, loading, dumping, and spreading action.

From mowing to snow removal is all in the year's work for the 13.4 hp International Cub Lo-Boy. The Lo-Boy is shown below, with 54-inch IH front-mounted blade.

It's materials handling unlimited with a heavy-duty front end loader equipped with fork lift attachment. It easily interchanges with crane boom or materials bucket.



on rigs like these...and many more!



The 45 hp International Drott T-340 Four-In-One combines a $\frac{3}{4}$ -yd bucket, a scraper, a clamshell, and a dozer all in one machine. Handles jobs no single-purpose rigs can do.



For low-cost operation, the 38.5 hp International 240 Utility, shown with International Wagner loader and International No. 23 side-mounted cutter bar mower, is tops.

Up to $\frac{1}{3}$ cu yd bites speed trenching with the big, 72 hp International 560 tractor, shown here with International Pippin heavy-duty backhoe and loader with $\frac{3}{4}$ cu yd bucket.



**On wheels or tracks
the most complete line of
utility power and equipment
is at your IH Dealer**

Cash in hand can be yours on the exact size of utility power you want, when you go to your IH Dealer for an Early Trader's Bonus deal! With seven sizes of wheel tractors, rated from 13.4 to 95 hp, and the 45-hp T-340 crawler, your IH dealer is headquarters for job-matched power. You don't have to pay for a bigger tractor than you need, nor slow down your jobs with an under-powered rig! For each model, there's a broad line of bonus-earning, matched equipment. Each unit-engineered machine gives top capacity, performance, and dependability with its matching International® tractor.

You've everything to gain, nothing to lose by having your IH dealer figure your deal today . . . the sooner you deal, the bigger your bonus!



**The earlier
you trade
the more
you save ...**



Deal now... save 3 ways...

on all your 1960 utility tractor and equipment needs

1. Big cash savings now

Buy now. Collect an Early Trader's cash Bonus. Trade in used machines and collect interest at the rate of 6% for a specified period of time on the value of the trade-in and any cash payments you make. This offer good for a limited time only. The sooner you trade, the more you save.



International Cub
Lo-Boy, 13.4 hp*



International 140,
28.25 hp*



International 240 Utility,
38.5 hp*



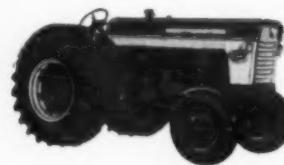
International 340 Utility,
45.25 hp*



International 460 Utility, 61 hp*,
gasoline, Diesel, LP Gas



International 560, 72.5 hp*,
gasoline, Diesel, LP Gas



International 660, 95 hp*,
gasoline, Diesel, LP Gas



International T-340 Crawler,
45 hp*

2. The right size power at the right price!

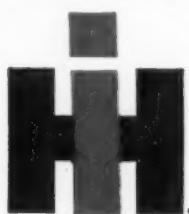
Only International offers such a diversified range of utility power and equipment to meet your job needs. Power from 13.4* to 95 hp*, with unit-engineered equipment, insures long, dependable, full-capacity operation.

*Maximum flywheel hp at standard sea level conditions.

Only International offers you such readily available help for your parts and service needs. No matter where your job is located, one of a nationwide network of 5,000 dealers is nearby. He has well-equipped service facilities, a substantial supply of parts, and factory-trained mechanics. His parts department in turn, is backed by the industry's most extensive network of factory parts depots.

Big Early Trader's Bonus cash savings are available NOW on all the International tractors illustrated above. You also get a bonus on International Pippin and International Wagner backhoes and loaders; International Drott T-340 4-in-1; International Danuser blades, scoops, and scraper-scarifiers; and International Danco heavy-duty, center-mounted mowers. There's an IH Dealer near you—see him now for full Early Trader's Bonus Plan details!

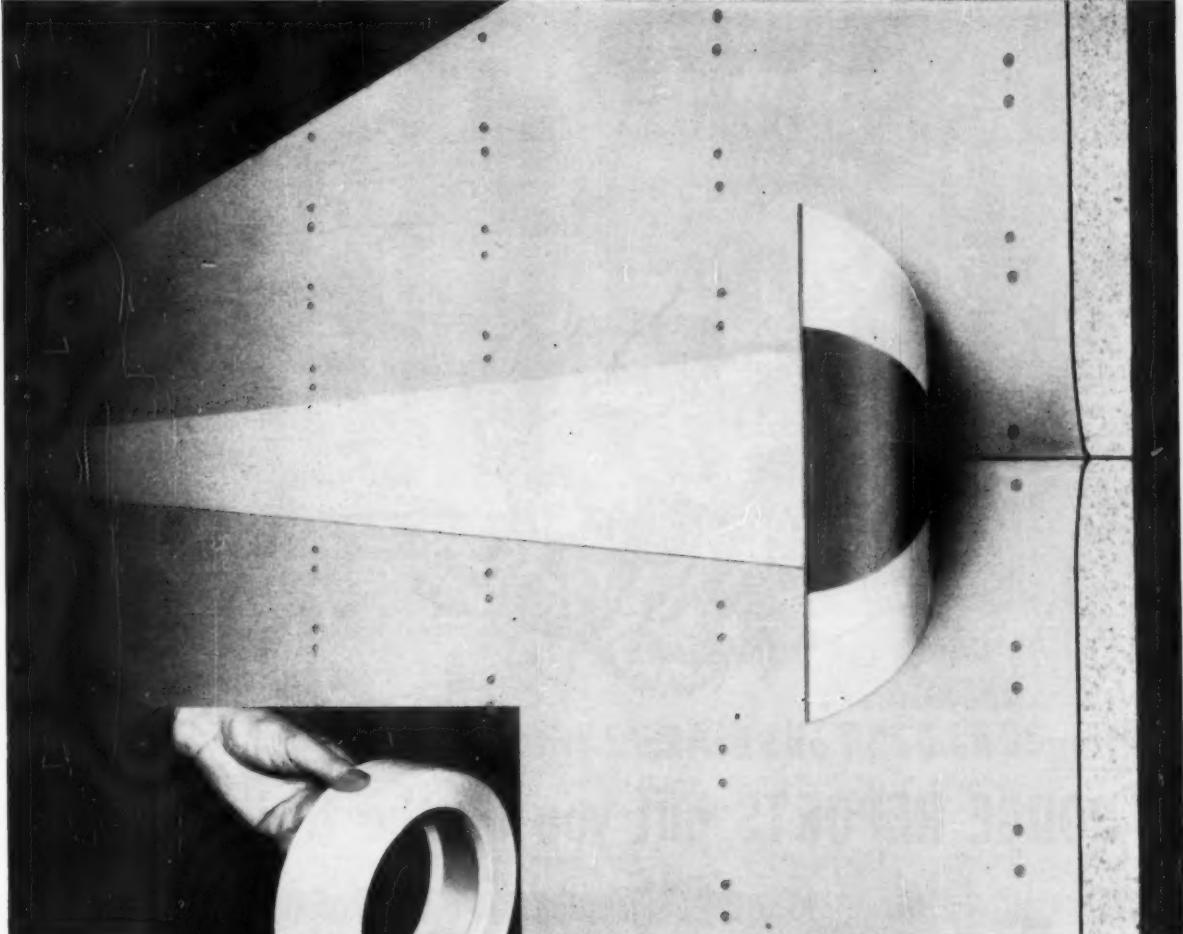
International Harvester reserves the right to withdraw its Early Trader's Bonus at any time, and will assume no obligation for orders executed under the plan after that date.



See your

**INTERNATIONAL
HARVESTER**
dealer

International Harvester Products pay for themselves in use... Farm Tractors and Equipment
...Twine... Industrial Wheel Tractors... Motor Trucks... Construction Equipment—Chicago
1, Illinois.



Patent No. 2,814,080

New Metal-Back Tape... For better gypsum wallboard joints

Here's one of the biggest improvements in the history of gypsum wallboard construction. Gold Bond's new Metal-Back Tape holds ridging and beading problems to a minimum, and helps eliminate costly complaints and repair calls. It makes a firm, flat joint, covering up open seams, damaged edges, etc.

Your Gold Bond® Representative has the full details on this important new product. Ask him—or write Dept. AB-129 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



...a step ahead of tomorrow



*"Why chase
them all?*

I know when I'm on the right track"

DODGE REPORTS put you on the trail of the profitable contracts

Thousands of contractors are discovering that *Dodge Reports* can be the key to more profitable bidding. Tired of relying on gossip...and waiting for invitations to bid...they're using *Dodge Reports* to help them locate and size up building projects. With Dodge's dependable information, they don't miss good opportunities—and they know in advance which projects are right for them.

You, too, will turn up better bidding opportunities in your area—through *Dodge Reports*. You'll know what's coming up and when. You'll concentrate on the jobs you know will be profitable to you. You'll learn about the general contractors bidding on projects...who's bidding on

the sub trades...and which ones get the contracts. You get a separate *Dodge Report* on each individual project. The *Reports* are mailed to you daily. You get *Dodge Reports* only on buildings of the types in which you're interested—in the area where you want to do business. They tell who's going to build...what's going to be built...whom to see...when bids are wanted...and other important facts.

Let us show you how *Dodge Reports* can help you develop more—and better—bidding opportunities, and improve your profit picture, if you do business anywhere in the 37 Eastern states.

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F. W. Dodge Corporation, Construction News Division,
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Send me the book "Dodge Reports—How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- House Construction General Building
 Engineering Projects (Heavy Construction)

Area _____

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Company _____

Address _____

City _____ Zone _____ State _____

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HELP CONTRACTORS
GET BUSINESS

REPAIR FOR YOUR B&D TOOLS



50th
YEAR

Black & Decker

QUALITY TOOL SERVICE

Check the Yellow Pages under "Tools-Electric" for the location of the nearest Black & Decker factory service branch or authorized service station.

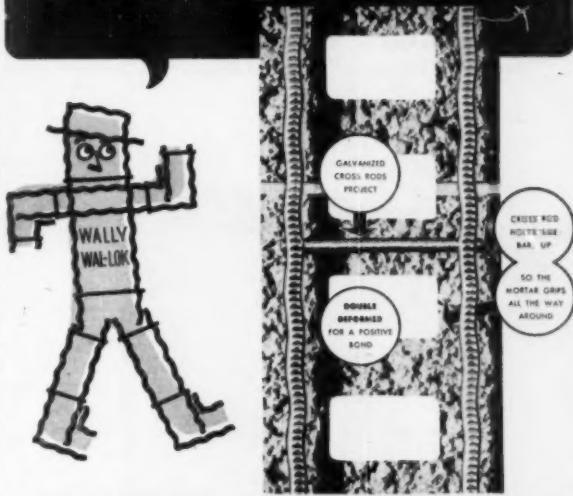
Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians • Standard B&D Guaranteed at completion of recommended repairs • Fast service, reasonable cost, always.

Or write for address of nearest of more than 50 branches and service stations to: THE BLACK & DECKER MFG. CO., Dept. 4212-S, Towson 4, Md.



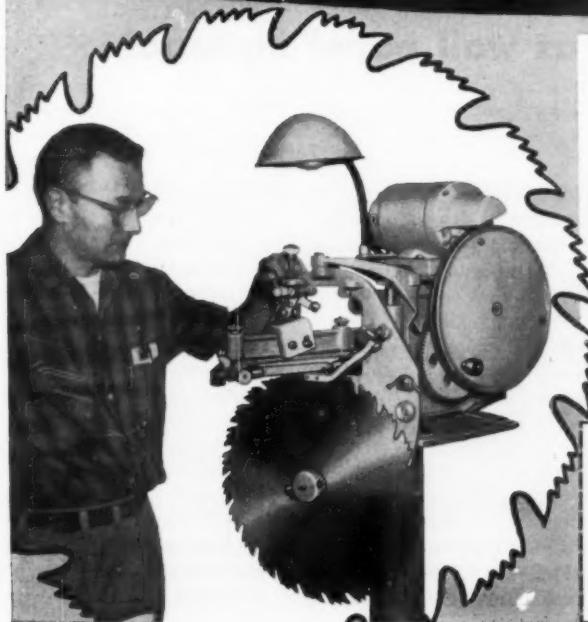
WALLY WAL-LOK SAYS:

WAL-LOK
MORTAR JOINT REINFORCING
is now **DOUBLE DEFORMED**
... BONDS BETTER THAN EVER!



LENAWEE PEERLESS, INC.
1412 E. MICHIGAN, ADRIAN, MICHIGAN
SUCCESSORS TO ADRIAN PEERLESS, INC.

COMBINATION SAWS can now be filed automatically
with the New Model 200 **FOLEY Automatic SAW FILER**



This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

CONTRACTORS—CARPENTERS—CUSTOM FILERS—Here is the ideal machine for contractors to keep all their power and hand saws in top-notch cutting condition and greatly prolong their life. For the carpenter who wants to make from \$3 to \$6 an hour in spare time—and for the full-time custom saw filer—the new model 200 Foley Saw Filer turns out perfectly sharpened saws that build repeat business and quickly pay for the Filer. Time payments if desired. Send coupon today—no salesman will call.

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MINNEAPOLIS 18, MINN.
• Please send full information and Time Payment Plan on New Model 200 Foley Automatic Saw Filer.

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CITY _____ STATE _____



MOST FAMILIAR USE of cement-coated wood fiber is as commercial roof-deck panels. (Here, span between beams is 32 inches.) Exposed underside makes an attractive finished ceiling.



NEWEST USE of panels is in load-bearing walls. This demonstration structure has walls of 32-in. by 8-ft. panels, 4-in. thick. Window was cut in after walls were up.



A familiar roof decking starts a new life

as wall panel material

Cement-coated wood fiber has been a widely used roof-deck material for many years. Light, strong, and economical, it has excellent insulation and acoustical properties. And it can be made into boards of almost any size or shape.

Now this roof-deck material is stepping into a new role. An Arizona manufacturer, the Cemex Corp., has found that the properties that make its product good decking material also make it a highly promising wall-panel material.

In the material's first trial in this role, Cemex boards were used as curtain-wall panels in a dozen post-and-beam houses. Builder reported appreciable savings in labor, and the material has proven absolutely stable under the hot desert sun.

More recently, and with approval of the West Coast International Conference of Building Officials' code, the Cemex panels are being used as

load-bearing walls. The code's only additional requirement is that reinforced stucco be put on the exterior to produce a monolithic structure.

Two factors contribute to the cost-cutting qualities of the Cemex panels. As full-height wall panels, they offer all the economies of component construction. And they can be finished off with a single coat of plaster or stucco on either side. Four-inch material is used for exterior walls; three-inch is sufficient for interior partitions.

Cemex built the structure on the left of this page especially for AMERICAN BUILDER. Steps in its construction are shown on the opposite page. They make up a system which is so simple that—when added to the material's high fire resistance, moisture resistance, and dimensional stability—it should make builders in all parts of the country sit up and take notice.

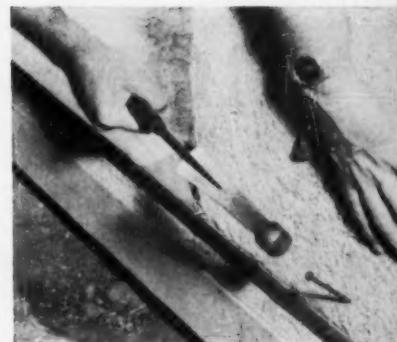
FOR THE MONTH OF DECEMBER



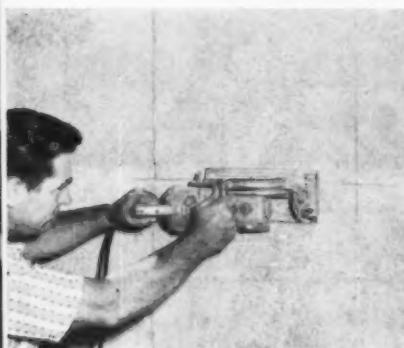
FIRST STEP is to build corner of two panels. Adhesive is used on edges, pieces are clamped until adhesive has set.



WOOD DOWELS are inserted at corners for extra strength. Rest of panels along side will need no clamping or doweling.



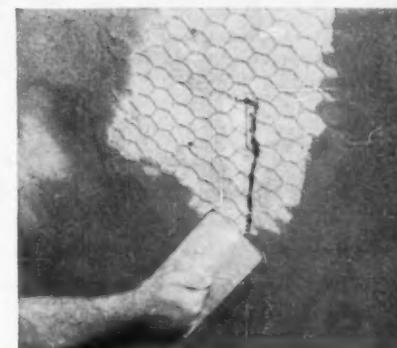
PANELS are toe-nailed to sole plate. All vertical joints between panels are tongue and groove, so no side motion is possible.



OPENINGS are cut into walls after they are up. Carbide-tipped blades are used, as cement coating will rapidly dull a regular blade.



TROWEL COAT of plaster is all that's needed for inside finish. Panels are highly stable, virtually eliminate plaster cracks.



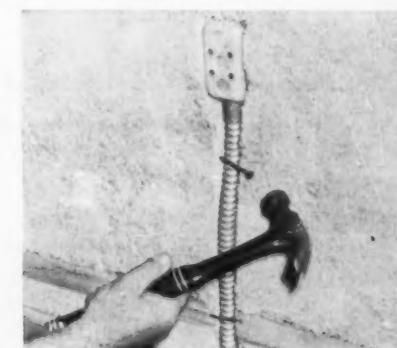
SINGLE COAT of reinforced stucco completes exterior finish. Stucco is required for extra strength wherever walls are load bearing.



BEGINNING of installation of outlet boxes. Hole is cut through the panel with keyhole saw to exact dimensions of the box.



GROOVE FOR CABLE is cut with claw end of hammer. A V-groove can also be cut, using two passes with a power hand saw.



BOX AND CABLE are clamped in with clinched nail. As picture above shows, stucco coat will conceal the box from the outside.

“Time is like money; the less we have of it to spare, the further we make it go”

JOSH BILLINGS

Where can a reader make his time go further than in a Simmons-Boardman time-saver magazine?

He sees the heart of the story on the “glance level”—photos, diagrams, charts, display type.

He breezes through big pictures and short words.

He reads a copy mix high in ideas, low in words.

He spots at a glance the pieces and parts that speak to his problems and opportunities.

When readers can make their time go further, the advantage to advertisers is plain: *readers have more time and inclination to pursue ideas in advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers
with Simmons-Boardman

Time-Saver magazines





BEFORE AND AFTER CONSTRUCTION...

the clam-action 4-in-1 does "hand work" wholesale!

Eliminate most costly hand work from site development, excavating, cleanup, and landscaping. Simply switch machine actions of the International Drott 4-in-1 to do former hand labor jobs, wholesale. You'll also handle operations, materials, and conditions that frustrate old-style, single-action rigs!

For example, on cleanup the 4-in-1 clamshell action replaces "hands," right and left, on trash pick-up and disposal. For fine grading and landscaping, you switch to "carry-type scraper" action to shave off high spots; clamshell action to spot-place topsoil; and bulldozer action for spreading, or grading with inch-close accuracy, under positive "radius control."

The 4-in-1's tremendous triple-power, pry-over-shoe break-out action doubles for dynamite to pop out stumps, trees, and imbedded boulders. Then with clamshell action, you can pick up and load bulky objects without hand "chaining."

Square off side walls by cutting downward with 4-in-1 clamshell. Reduce hand labor by squaring the corners for footings; back-dragging the loose material toward the center of the hole; then picking it up with clamshell action.

Find out first hand what it means in profit-earning capacity to switch machine actions instead of machines ...to substitute machine hustle for human muscle on residential earthmoving. Choose the 4-in-1 you need from five sizes. $\frac{3}{4}$ -yard to 3-yard capacity. Then ask your International Drott distributor for a demonstration!

International Harvester Company, Chicago 1, Illinois
Drott Manufacturing Corp., Milwaukee 15, Wisconsin



**INTERNATIONAL®
DROTT •**

Take advantage of "boardinghouse reach" by using the 4-in-1's open clam as a "go easy" dozer—for backfilling while protecting "green" foundations. Use this same clam position to "back-drag" materials or slope banks!





**Reduce
Duct
Costs with**

SONOCO
• SONOAIRDUCT®
FIBRE DUCT

AMERICA'S BEST SELLING FIBRE DUCT



Easy-to-handle



Easy-to-saw



Easy-to-level

SONOAIRDUCT, the original fibre duct, has proven to be the most dependable for satisfactory performance. Over the years, SONOAIRDUCT has been widely accepted by builders and contractors for all types of slab perimeter system installations. Its use permits savings on both initial cost and installation . . . without lowering the quality of construction. The long lengths are easy to handle and level fast. There are no sharp, cutting edges, and it will not crack, chip or break when dropped.

SONOAIRDUCT is made in 23 sizes—2" to 36" I.D., in standard shipping lengths of 18'. Special sizes are also available. Can be cut to exact lengths with a hand saw. Meets and exceeds F.H.A. criteria and test requirements for products in this category. Free installation manual available. See our catalog in Sweet's.

For complete information and prices, write

SONOCO
Construction Products

SONOCO PRODUCTS COMPANY

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- HARTSVILLE, S. C.
- LA PUENTE, CALIF.
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- LONGVIEW, TEXAS
- ATLANTA, GA.
- BRANTFORD, ONT.
- MEXICO, D. F.

ESTIMATING TAKE-OFF

(Continued from page 85)

—STUCCO EXT. WALL FINISH—

Metal Wall Lath	1,105 sq. ft.
Stucco $\frac{3}{4}$ " Wall 3 coats O.L.	1,105 sq. ft.
Stucco $\frac{3}{4}$ " Wall 3 coats O.M.	185 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

4x10"	Dress. Fir False Outriggers	5 lin. ft.
4x6"	Dress. Fir False Outriggers	10 lin. ft.
4x4"	Dress. Fir Screen Posts	105 lin. ft.
2x8"	Dress. Fir Fascia Boarding	145 lin. ft.
2x6"	Dress. Fir Fascia Boarding	150 lin. ft.
4x10"	Fir Door Headers	40 lin. ft.
4x8"	Fir Floor Girders	320 lin. ft.
4x6"	Fir Wall Plate	95 lin. ft.
3x4"	Fir Trellis Framing	80 lin. ft.
2x6"	Fir Ridge Board	70 lin. ft.
2x2x8"	Fir Chimney Hearth Framing	15 lin. ft.
2x8"	Fir Floor Box Joint	95 lin. ft.
2x2x6"	Fir Wall Plate	15 lin. ft.
2x2x4"	Fir Chimney Header	6 lin. ft.
2x2x2"	Fir Door Header	35 lin. ft.
2x6"	Fir Soffit Blocking	140 lin. ft.
2x4"	Rebar Joists	1,230 lin. ft.
2x6"	Fir Ceiling Joists	1,235 lin. ft.
2x6"	Fir Partition Studs	100 lin. ft.
2x6"	Fir Wall Sill	325 lin. ft.
3x4x4"	Fir Corner Posts	90 lin. ft.
2x4x4"	Fir Wall Plates	195 lin. ft.
2x4x2"	Fir Wall Studs	1,590 lin. ft.
2x4x2"	Fir Partition Studs	1,055 lin. ft.
2x4x2"	Fir Ceiling Furring	135 lin. ft.
2x4x2"	Fir Wall Plates	185 lin. ft.
2x4x2"	Fir Wall Sill	380 lin. ft.
2x4x2"	Fir Ceiling Bracing	85 lin. ft.
2x4x2"	Fir Wall Bridging	50 lin. ft.
2x4x2"	Fir Soffit Outlookers	440 lin. ft.
2x6x2"	Fir Storage Shelf. Framing	110 lin. ft.
2x4x2"	Fir Screen Framing	95 lin. ft.
2x4x2"	Fir Window Sills	55 lin. ft.
2x4x2"	Fir Window Jack Studs	70 lin. ft.
2x4x2"	Fir Door Jack Studs	265 lin. ft.
2x2x2"	Fir Partition Studs	150 lin. ft.
2x2x2"	Fir Wall Plate	25 lin. ft.
2x2x2"	Fir Wall Sill	25 lin. ft.
2x6x2"	Fir TAG Floor Lining	1,350 sq. ft.
1x8"	Fir TAG Roof Lining	2,035 sq. ft.
1x8"	Fir TAG V-Groove Roof Lining	575 sq. ft.
1x6"	Fir TAG Wall Lining	1,730 sq. ft.
1x6"	Fir Rafter Ties	155 lin. ft.
Plywood $\frac{3}{4}$ " Floor Sub-Finish	165 sq. ft.	
15# Felt Roof, Wall & F.R. Isolation	4,155 sq. ft.	
Wood Misc. Furring & Grounds	Sum	
Metal Structural Hardware	Sum	

—BRICK CONSTRUCTION & VENEER—

Face Brick 4" Exterior Chim. Veneer	130 sq. ft.
Face Brick 4" Interior Chim. Veneer	12 sq. ft.
Face Brick 4" Interior Wall Veneer	20 sq. ft.
Com. Brick Chimney Construction	60 sq. ft.
Fire Brick 4" Fire Place Lining	30 sq. ft.
P.C. Concrete 3' x 2' x 4" Chimney Cap	1 unit
Terra Cotta 12x12" Chimney Flue	13 lin. ft.
Stone 8" Planter Walls	30 sq. ft.
Stone 4" Planter Walls	15 sq. ft.
Stone 6x3" Fire Place Mantle	13 lin. ft.
Slate 1" Chimney Wash	7 sq. ft.
Slate 1" Fire Place Hearth	10 sq. ft.
Acid & Mortar Exposed Brick Clean & Paint	175 sq. ft.
Trade Items Built-In	Sum

—WOOD EXT. & INT. MILLWORK—

1 1/2" Wh. Pine 3'6x6' Flush Ext. Doors, F.T.	1 unit
1 1/2" Wh. Pine 2'8x6'8" Glaz. Ext. Door, F.T.	2 units
1 3/4" Bir. Ven. 3'4x6'8" Dbl. Int. Door, F.T.	1 unit
1 3/4" Bir. Ven. 2'6x6'8" Flush Int. Door, F.T.	4 units
1 3/4" Bir. Ven. 2'4x6'8" Flush Int. Door, F.T.	1 unit
1 3/4" Bir. Ven. 2'2x6'8" Flush Int. Door, F.T.	2 units
1 3/4" Bir. Ven. 2'x6'8" Flush Int. Door, F.T.	3 units
1 3/4" Bir. Ven. 5'6x6'8" Flush Folding Door, F.T. & A.	4 units
1 3/4" Wh. Pine 2'x6'8" Fixed Louver Door, F.T.	1 unit
Wh. Pine 6'x1'4x1'9" Vanity Wall Cabinet	1 unit
Wh. Pine 4'6x1'4x1'9" Vanity Wall Cabinet	1 unit
Wh. Pine 5'6x1'x3' Laundry Wall Cabinet	1 unit
Wh. Pine Sash 2x6' Shower Door, Sidel. & Trim	1 unit
4 1/2" Wh. Pine & Cedar 15'6x7' O.H. Garage Door, F.T. & A.	1 unit
1x12" Cedar Screen Boarding	250 lin. ft.
3x5" Cedar Screen Gate & Acc.	1 unit
Cedar Roof Shingles	2,610 sq. ft.
1x10" Redwood Vari. Ext. Wall Siding	575 sq. ft.
1x12" Redwood Vari. Ext. Wall Lining	575 sq. ft.
Wh. Pine 1" Closet Shelving	55 sq. ft.
Wh. Pine Gen. Storage Cabinet	85 sq. ft.
2x6" Wh. Pine Screen Cap	45 lin. ft.
1x4" Wh. Pine Wall Base	250 lin. ft.
1 1/2" Wh. Pine 3x6" Molding	250 lin. ft.
Plastic 13'4x7' Folding Door & Frame	1 unit
Mosaic Door & Window Calking	220 lin. ft.
Metal Finish Hardware	Sum

—METAL SHEET WORK—

Galv. Iron 14x24" Gable Louver & Screen	2 units
Galv. Iron 3" Roof Leaders & Acc.	60 lin. ft.
Galv. Iron 6" Rain Gutter & Acc.	155 lin. ft.
Galv. Iron 8" Step Flashing	20 lin. ft.
Galv. Iron 8" Platform Flashing	30 lin. ft.
Galv. Iron 16" Termite Shield	165 lin. ft.
Galv. Iron Chimney Flashing	10 sq. ft.
Galv. Iron Chimney Cricket	5 sq. ft.
Galv. Iron 1'4x6" Wall Vents & Screen	13 units

—GYP. BOARD WALL & CEILING BOARDING—

Gyp. Board $\frac{1}{2}$ " Ceiling T.J. Boarding	1,255 sq. ft.
Gyp. Board $\frac{1}{2}$ " Wall T.J. Boarding	3,150 sq. ft.
Gyp. Board $\frac{1}{2}$ " Wall Lining	270 sq. ft.
Metal Corner Beads	155 lin. ft.

—PREFINISHED KITCHEN CABINETS & ACCESS.—

Wood 7'4"x2'x3' Sink Cabinet	1 unit
Wood 3'6"x2'x3' Base Cabinet	1 unit
Wood 4'8"x2'x3' Range Cabinet	1 unit
Wood 2'x2'x7'6" Oven Cabinet	1 unit
Wood 4'x1'x3' Bar Cabinet	1 unit
Wood 2'6"x3'x7' Wall Cabinet	1 unit
Wood 3'3"x3'x4' Wall Cabinet	1 unit
Wood 1'6"x2'x1' Wall Cabinet	1 unit
Wood 3'6"x1'x6' Wall Cabinet	1 unit
Wood 3x3x1' Wall Cabinet	1 unit
Formica Counter Tops	30 sq. ft.

—ALUM. WINDOWS & SLIDING EXT. DOORS & ACC.—

Alum. Sash 4'x6' Fixed Wind., F.&T.	2 units
Alum. Sash 6'x8' Fixed Wind., F.&T.	2 units
Alum. Sash 6'x4' Sliding Wind., F.&T.	1 unit
Alum. Sash 4x3' Sliding Wind., F.&T.	1 unit
Alum. Sash 3x3' Sliding Wind., F.&T.	1 unit
Alum. Sash 4x2' Sliding Wind., F.&T.	1 unit
Aluminum 8'x6'8" Ext. Glaz. Slid. Dr., F.T.&A.	2 units

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 coats	695 sq. ft.
Lead & Oil Int. Millwork 3 coats	565 sq. ft.
Lead & Oil Stucco Wall 2 coats	1,290 sq. ft.
Lead & Oil Gyp. Bd. Wall 2 coats	3,150 sq. ft.
Lead & Oil Gyp. Bd. Cell. 2 coats	1,255 sq. ft.
Stain & Varnish Ext. Siding 3 coats	1,320 sq. ft.
Stain & Varnish Int. Millwork 4 coats	680 sq. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Storm Service Connection & Piping	1 unit
Gas Furnace Connection & Piping	1 unit
Lavatory, Piping & Accessories	2 units
Bath Tub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
Kitchen Dbl. Sink Piping & Accessories	1 unit
Showers Head, Piping & Accessories	2 units
Clothes Washer, Piping & Accessories	1 unit
Elec. H.W. Heater, Piping & Accessories	1 unit
Hose Bib, Piping & Accessories	2 units

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Ducts & Registers	10 units
Gas Warm Air Temperature Control Equip.	1 unit
Gas Warm Air Air Vent Connector & Accessories	1 unit

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Telephone Service Connection	1 unit
H.W. Heater Connection & Wiring	1 unit
Gas Furnace Connection & Wiring	1 unit
Dryer, Connection & Wiring	1 unit
Oven, Connection & Wiring	1 unit
Elect. Range, Connection & Wiring	1 unit
Single Switch Outlets & Wiring	8 units
Dbl. Gang Switch Outlets & Wiring	4 units
3-Way Switch Outlets & Wiring	3 units
Convenience Outlets & Wiring	18 units
Power Outlets & Wiring	2 units
Light Outlets & Wiring	12 units
Light W.P. Outlets & Wiring	2 units
Dishwasher, Connection & Wiring	1 unit
Ceiling Heater, Connection & Wiring	2 units
Exhaust Fan, Connection & Wiring	1 unit
Ent. P.B. Chime & Wiring	1 unit
Ceiling Fixtures & Bulbs	5 units
Wall Fixtures & Bulbs	7 units
Exterior Wall Fixtures & Bulbs	2 units
Television Antenna & Wiring	1 unit

LION UNIVERSAL TRIMMER

Precision Miter & Joint Cutter

A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!

Write
for full
information

POOTATUCK CORP.

50 Old Stratford Rd.,
Shelton, Conn.



the basement is beautiful and dry... protected with **THOROSEAL**

Builders everywhere are finding that handsome, guaranteed-dry basements make homes easier to sell. And this can be your least expensive sales feature. Using our new long-handled broad brush, one man can coat the inside walls of the average new basement in less than one hour. A single coat will do except in extreme moisture conditions. Ask for a job sign, because we advertise nationally to prospective home owners. Thoroseal is available in white, pearl gray and a variety of attractive pastel colors. There is a dealer in every locality to insure prompt supply. Write for our new 20-page specification guide.



Please send me your free new specification guide.

Name _____

Company _____

Address _____

Standard Dry Wall Products, Inc.

Box X, New Eagle, Pa.

Plants at New Eagle, Pa., and Centerville, Ind.

**ever
consider
Crestline?**

...you can't afford not to!



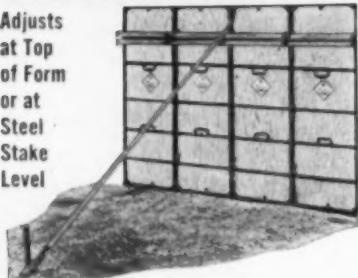
**Lower prices!
Better values!**

Architectural quality Crestline windows and doors are the answer to today's high building costs! Give your homes greater beauty and value with Crestline.

SEE YOUR BUILDING SUPPLY DEALER!
THE CRESTLINE COMPANY—WAUSAU, WIS.
(FORMERLY THE SILCREST CO.)

SYMONS Form Brace

Adjusts
at Top
of Form
or at
Steel
Stake
Level



Newest addition to Symons line . . . steel form brace. It is easily tied to pre-fab or built-up forms and to wooden or steel stakes. Once attached, brace can be adjusted at top of form or at stake level for positive alignment. Comes in regular lengths of 6' and 10'6". Brace extensions available.

SYMONS CLAMP & MFG. CO.	
4261 Diversey Ave., Chicago 39, Ill., Dept. M-1	
We will send contractors a sample 6' form brace if request is received on company letter- head. Please include \$2.00 to cover cost of shipping. To be used with _____	
type form	stake.
Name _____	
Firm Name _____	
Address _____	
City _____	Zone _____ State _____

How to do it better

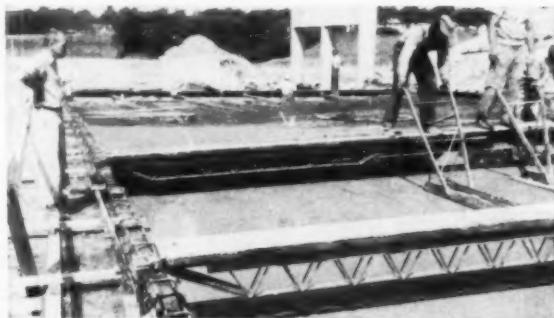
**Versatile fork lift positions wall forms,
then returns to pour the concrete**



This York fork-lift truck earns its keep two ways for Haas and Haynie, San Francisco builders. The truck first sets gang forms up to 20 ft. high for a concrete

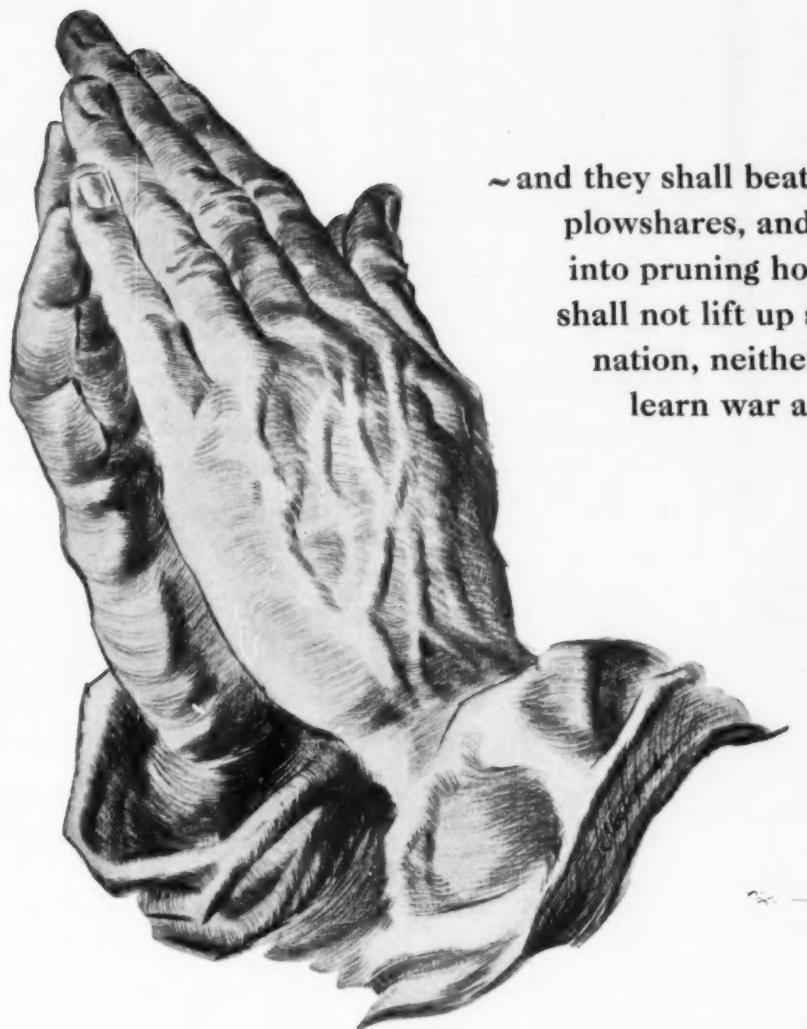
wall going around a food processing plant in Salinas, Calif. It returns later, fitted with a bottom dump bucket, to pour concrete into the forms.

**Lightweight horizontal shores support men
bull-floating extra-wide concrete slabs**



Just fit pedestals to the ends of two Acrow horizontal shores. Result: a pair of adjustable, lightweight scaffolds that will let your crew speedily bull-float and

trowel extra-wide concrete slabs—such as driveways, aprons, basement floors, slabs going in and around small commercial buildings.



~ and they shall beat their swords into
plowshares, and their spears
into pruning hooks ~ nation
shall not lift up sword against
nation, neither shall they
learn war any more.

ISAIAH, CHAPTER 2, VERSE 4

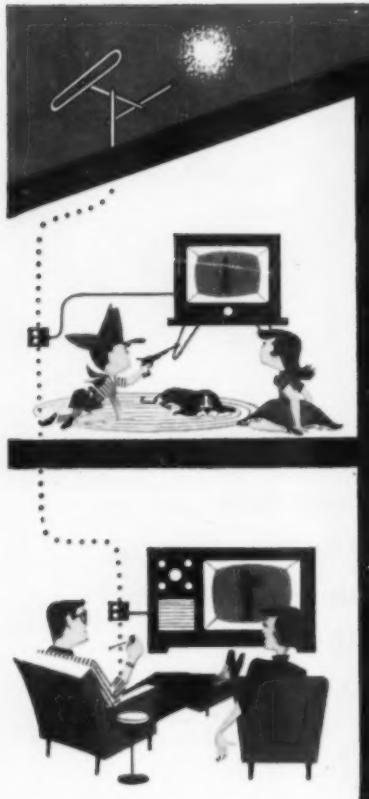
GRANT SLIDING HARDWARE

GRANT PULLEY AND HARDWARE CORPORATION

Eastern Division/ High Street, West Nyack, N. Y.

Western Division/ 944 Long Beach Ave., Los Angeles 21, Calif.

sliding door hardware • drawer slides • drapery hardware • folding doors • pocket frames • pulls • special sliding hardware



**CATER TO
2-SET FAMILIES**
(AND THOSE WHO
WANT TO BE)

install

**MOSLEY
TV ANTENNA
WIRING KITS**

Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley
Electronics, Inc.**

8622 St. Charles Rock Rd., St. Louis 14, Mo.
FREE—Builders Booklet AB-1.
Send for yours.

**CLASSIFIED
ADVERTISING**

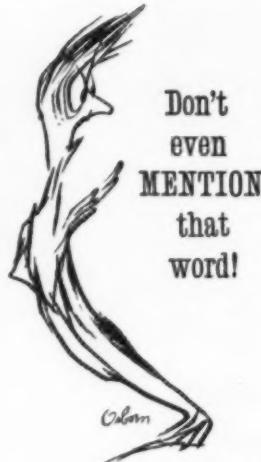
The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings. Rates—\$7.50 minimum for 40 words or less, 15¢ for each additional word. Display Classified—\$55.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2½ inches wide, 2 inches maximum. Signature cuts and trade names allowed.

THE DIAL AWAY HOME STIMATOR is new and unique. Builders! Cut your estimating time down to a fraction of your present hours, clear your desk of unprinted plans and get out on the job where your time really counts. DIAL AWAY estimates the cost or selling price of any type house, for any locality in a matter of a few minutes. Ranches, Capes, Splits, Cement Block, Slabs, two story and flat roof homes are dialed off in minutes plus many other countless variations. Dial Away is being used by progressive builders in practically every state in the country. Send for yours today only \$3.00. Sent check, cash or money order to Dial Away Company, Box #3 Greendale Station, Dept. A, Worcester, Mass.

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BUY DEFENSE SAVING BONDS



"Frightened to death" is no figure of speech where cancer is concerned. Each year thousands of Americans lose their lives needlessly because they were too terrified about cancer to even learn facts which could have saved their lives! Learn how to protect yourself and your family by writing to "Cancer," c/o your local post office.

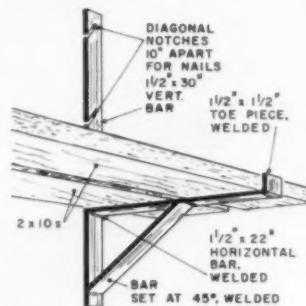
American Cancer Society

HOW TO DO IT BETTER

(Continued from page 138)

Want a portable scaffold?

Build it yourself



Notch two flat bars on 10-in. centers to fasten the brackets. Scaffolds will rest on bracket floor assemblies welded to the hang bars. Stock is 1½-in.-wide flat steel that can be cut easily.

G. D. Lynch, Asheville, N. C.

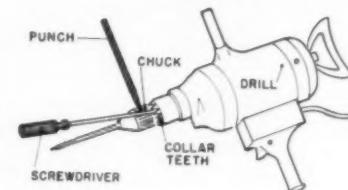
Jointer will remove rough edges from sawed Formica



Run edges over a jointer set at a light cut. A guide plank clamped to the jointer fence will prevent long strips of the Formica from buckling and twisting.

John Krill, North Lima, Ohio.

**Here's a way 'o tighten a
drill chuck without a key**

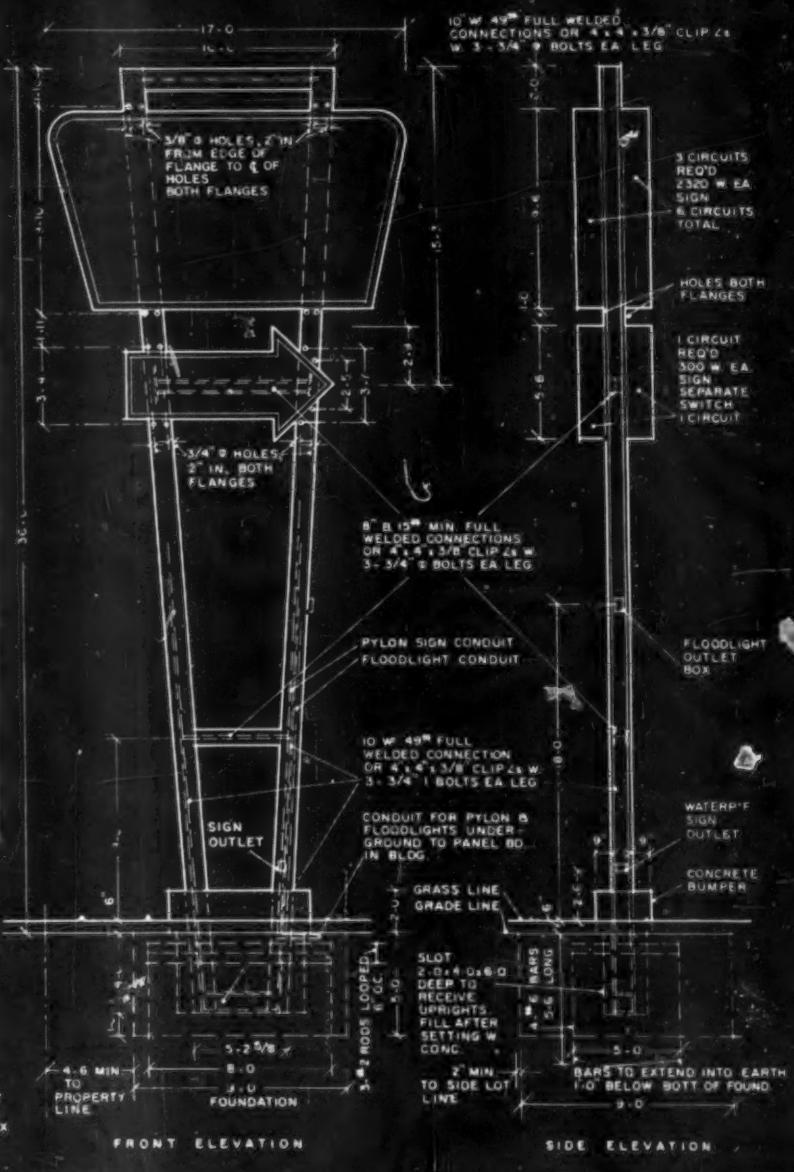


Can't find the chuck key? Stick a punch in the chuck hole and wedge a screwdriver into the collar's teeth. Working the punch against the screwdriver-lever will close the chuck.

Hugh Lineback, Stillwater, Okla.

TRAINING YOUR MEN

BETTER DETAIL PLATE



Robert Chuckrow Const. Co., builder

Simple pylon dresses up a small building

Are you one of the many home builders planning to break into next year's booming light commercial market? If you are, you might put this easy-to-build, inexpensive pylon to work in front

of your motel, store, or small building. It's a design by New York architect Charles E. Tilton. It advertises each of a chain of highway stores being constructed by the G. R. Kinney Corp.

THE MONTH Ahead

ANSWERS TO 221

One of the most difficult programs for the builder to understand has been rehabilitation and relocation housing, better known as Section 221. This is particularly unfortunate, since the potential of 221 is enormous. It covers price ranges from \$9,000 to \$35,000, and carries FHA-insured loans up to 100 per cent.

Happily, a booklet has been written on 221, and in plain English. It covers all aspects of the program, points out possible pitfalls, and tells how a 221 program is set up and run. The book is available from the publishers, the Metropolitan Association of General Improvement Contractors, 1522 Connecticut Ave., N.W., Washington 6, D.C. Price is \$1.00 a copy.

SMALL HOMES COUNCIL

The 15th annual Short Course in Residential Construction, presented by the University of Illinois Small Homes Council—Research Council, will be held on the University's campus January 14 and 15. There is no better source of ideas and information on the latest in building. The course immediately precedes the NAHB Convention, which opens January 17.

For more information, write to the Council at Mumford House, Urbana, Illinois.

FROM ALL OF US . . .

. . . on AMERICAN BUILDER, a very merry Christmas, and a happy, prosperous New Year.

New light on an old question

If you read the earth-moving buying guide in this month's Land Planning department, you may be interested in still another item on excavation equipment. It concerns that perennially thorny question, when is a builder big enough to buy his own heavy earth-moving equipment. And it will give you something to chew on this winter as you plan your spring budget.

The Caterpillar Tractor Co., which doesn't care who buys their machines (as long as someone does), talked with three firms: a 20-house-a-year builder who subs all his excavating, a 100-house-a-year builder who owns his own machines (two loader bulldozers), and an excavating subcontractor. When, these firms were asked, will it pay a builder to buy his own machines?

The vote was unanimous

Despite the different viewpoints involved, the answers were remarkably similar. The magic number seems to be 50. The big builder said that at half his present production, which would be 50 houses a year, owning his own machines would still be profitable. He thought that if the machines operated 50 per cent of the time, they were earning their keep. And he said he was presently saving 50 per cent of his earth-moving costs by doing the work himself.

The 20-house builder felt his rate was too low to justify the purchase of heavy equipment. He was better off subbing out his dirt work. But he estimated that if he reached the vicinity of 50 houses a year, he would be better off owning than subbing.

The clincher, if one is needed, comes from the excavating subcontractor himself. Naturally, he said, he prefers to see builders sub out their work. But he concedes that at the 50-house a year level a builder would probably have enough work to justify buying his own machinery.

What does this mean to you?

This is not a final answer, of course. Every builder's problems are different. But if you're a 50-house builder, it does mean you should take another look at the problem of owning your own machines. It might mean substantial savings.

IN THE NEXT ISSUE: AMERICAN BUILDER's NAHB Convention coverage: over 450 of the products you'll build with in 1960 . . . profile of a Chicago builder who found that old-fashioned markets are ripe for new ideas . . . blueprint of the under-\$16,000 winner of AMERICAN BUILDER's Best Model Home contest.

*A floor she'll appreciate—
the new*

Ultima*

**INLAID
LINOLEUM**

Here's something that will really help you sell homes—a brand new kind of inlaid linoleum that combines the finest of linoleum with the best of vinyl—for increased beauty and ease of maintenance. Now you can offer prospects all the advantages of a custom installed, seamless flooring plus sharper colors, new stain resistance and new sheen. And locked-in-to-stay-in metallics for today's smart decorator look. It's Ultima Linoleum—a truly eye-catching, different floor.

*Trade Mark



ULTIMA INLAID LINOLEUM (1806)

GOWN—BONWIT TELLER

Learn how you can use Ultima Linoleum as part of a complete new home-selling program. Write Congoleum-Nairn Inc., Kearny, N. J.



Congoleum-Nairn
FINE FLOORS

**Builders who "look ahead" specify
hardware by *National of Sterling***



**Competitively priced with
built-in quality to**

**Protect your
good name**

It's the "little foxes that destroy the vines." And it's usually the small details that make a home buyer either happy or huffy. That's why so many prominent builders insist on hardware by "National of Sterling." It adds one more extra touch that helps build customer satisfaction—today, tomorrow and through the years.

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